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SIXTY-FOURTH YEAR

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Accent on Youth In Longhair Boom

Cliburn Impact Can Pave Way to Fat Era for Young, U. S. Talent

By BOB BERNSTEIN

NEW YORK — Watch for a boom in young classical talent, music magnates are saying this week. The emergence of Van Cliburn has provided an impact which the longhair field hasn't experienced since Yehudi Menuhin's short pants were hailed by press and public. The rediscovery of the popular appeal and exploitation values of youthful concert artists, together with the new and powerful strength of television as a star-maker, will result, many believe, in America's biggest and fattest era for native under-25 performers.

Pop Field Set Trend

Coming on the heels of a similar accent on youth in the pop field, the consensus of managers and bookers is that gifted but unknown talents will not only find thick doors suddenly wafted open but will be in heavy demand from now until "the phase wanes," or a minimum of three years. Particularly favored will be violinists, sopranos and conductors and, above all, pianists, who have always attracted larger audiences in this country than any other category of longhair talent.

The market for child prodigies won't change, these solons point out. Critics and concertgoers have always adopted a "let's see how they grow up" attitude and will continue that. But the interest in late-teens and early-20's performers, especially those with off-stage personality, is about to be fanned to a steady flame by publicity-minded impresarios and talent-hungry video producers.

Original Model

Cliburn himself, who has in a month become as famous as any classical artist of the century, will benefit most because he's the original model from which all copies will be made. That he lived up to expectations in his Carnegie Hall concert of May 19 far outweighed the minor reservations of New York critics who wished for Beethoven instead of Tchaikovsky or more poetry and less brilliance.

The 23-year-old Texan, lost in a dazzling cloud of news stories, political implications and international hoopla, met the most difficult audience of his career with impeccable platform manners, personal charm and dignity. There was friendly but far from wild applause before he played, which was rather a tribute to the integrity of the audience. Cliburn conquered decisively, not as a symbol in the cold war but as a musician of firm touch, superb technical equipment and fire.

The fact that his forthcoming tour seems assured of complete financial and artistic success without full reliance on the hooray-for-our-side victory in Moscow augurs well for his contemporaries, think the concert chiefs. On the other hand, none of them can hope for the publicity breaks Cliburn has gotten without doing something as spectacular.

Names most-often mentioned to ride the Cliburn wave include singers Rosalind Elias, Beverly Sills, Magda Laszlo, Teresa Stitch-Randall and Betheny Beardslee; pianists Byron Janis, Stanley Babin, Claude Frank, Jacob Lateiner and Joel Rosen; violinist Michael Rabin and conductors Thomas Schippers, Arnold Gansson and Claude Monteux. All of them are well known in their fields and many quite successful. Schippers, for example, conducts at the Metopera and New York Philharmonic regularly. But the crystal-ballers are touting these as "having star potential in the

(Continued on page 5)

RECESSION NO HANDICAP TO VIDEO UPSWING

NEW YORK—The average family with a TV set spends five hours and 13 minutes watching it every day of the year, an increase of 12 minutes per day over last year. This and other video facts calculated to sicken nitery and movie theater operators have been revealed by A. C. Nielsen and Televisor Bureau of Advertising.

The trend of network audiences continued upward in the first four months of 1958, as well as the growing number of set owners. Average daytime programs are reaching 489,000 more homes per telecast and the average nighttime increase is 665,000 more homes. With about 10 million homes now viewing the average show, theaters are faced with an attendance problem which grows more critical each month.

In the face of the recession, the industry topped all other entertainment media with a 13.5 per cent rise in gross billings for the January-April period. Food advertisers led with a \$27 million expenditure, with the toiletry class accounting for almost \$25 million in billings.

Radio, phonograph, TV set, instruments, equipment and other musical advertisers totaled \$2,171,000, a healthy increase which put them 11th among product categories. Other rankings in TV expenditure include soft drinks and confectionery, ninth with \$2.5 million, and entertainment-amusement 24th with \$212,616, both dipping.

Stereo Disk & Tape Sound Dominates Chicago Parts Show

Exhibits Cue Mounting Over-All Industry Awareness of Medium

By RALPH FREAS

CHICAGO — Stereophonic sound reproduction, on disk and tape, dominates this year's Electronic Parts Show at the Conrad Hilton May 19-21. This is the first major trade show since the stereo disk burst on the home entertainment scene at the beginning of the year. The impact of this development can only be fully realized by touring the exhibit booths of phonograph cartridge firms and noting that every one has added stereo models to existing lines.

The parts distributors or jobbers visiting Chicago from every corner of the U. S. regard the stereo movement with as much interest and optimism as the manufacturers. Since they are on the front line of high-fidelity component sales, they stand to gain handsomely from the sale of not only cartridges but the other components that are necessary for two channel sound reproduction—speakers, amplifiers, needles, speaker enclosures and special stereo control units.

Needle Firms Alert

Needle firms, too, have hopped on the stereo bandwagon. All are now producing or are ready to produce the .7 mil stylus necessary to track a stereo groove. In addition, most are also marketing stereo cartridges under the name of their needle firm. Walco seems to have taken the biggest step. The New Jersey firm has created a complete

"stereo conversion kit," consisting of amplifier, enclosed speaker, cartridge and necessary wiring. Price of the Walco kit to the dealer is \$39.95 and it carries a \$59.50 retail tag.

Waiting Policy

Stereo excitement is nothing new to tape recorder firms, of course. Most of them have had stereo tape playback units in their lines for some time. The single new development—four track 3 3/4-inch per second stereo tape—failed to materialize at this show. RCA Victor, who is pioneering such a system using a tape magazine, will show their machines and magazines to their distributors next month. And if any of the tape recorder manufacturers at the Parts Show plan to go along with the RCA move, they are very quiet about it at this time. Their attitude seems to be—let's wait and see what happens to RCA.

Still there's no doubt that they view the new recorded tape format with some satisfaction. Suppliers of magnetic heads for tape recorders are tooled up for four-track and anticipate heavy demand for four-track heads both for new equipment and for conversion systems to modify existing equipment in the homes. The general attitude toward the recorder as a music reproducer has changed considerably since last fall's New York hi-fi show. Then stereo disk reproducing systems had just bowed and tape recorder people were reflecting with some concern about their own future in the business.

Diskeries Exhibit

One of the more unique aspects of this year's Parts Show was the appearance of certain record firms among the exhibitors. Somerset, Crown and Hallmark were on hand; Somerset and Hallmark with stereo disks and Crown with spe-

(Continued on page 14)

NEWS OF THE WEEK

Distributors Squeeze Indies; Indies Squeeze Distributors . . .

Distributors are making it harder for new indie labels to get started without giving away a lot of records and making other deals. Meanwhile, the established indie labels are tightening up on their free disks and return privileges and it is understood that some of the majors will soon do the same . . . Page 2

Festival, Concert Array Marks Biggest Ever Summer Jazz Scene . . .

Concerts and festivals in locations from Coast to Coast promise the most impressive line-up of summer jazz scenes in history this year. Ellington, Brubeck, Stewart, Hawkins and Turner loom as the most booked artists on the summer circuit . . . Page 3

Nets, Disk Spokesmen Take Offensive Vs. Smathers Bill . . .

A sextet of spokesmen for the two top net-

works, their owned record companies and the movie industry went from defensive to offensive last week in testimony against ASCAP songwriter accusations made during Senate hearings on the Smathers Bill. Among those testifying were Columbia Prexy Goddard Lieberman, RCA Victor Veepee-General Manager George R. Marek and Eric Johnston, Motion Picture Association prexy . . . Page 4

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Diskeries Bid For Conductor

NEW YORK—Kiril Kondrashin, first Soviet conductor to guest here, has been almost buried by the Van Cliburn concentration, but his Carnegie Hall batoning for the pianist didn't escape the record companies. Five have made offers to the gifted Russian, whose theatrical flair and highlighting of dynamics appear to give him quite a trade-mark of his own.

Kondrashin, who led the orchestra at Cliburn's award-winning performance, will stay with the soloist for the current special tour. Columbia Artists hopes to have him return on his own next season.

'Works While You Sleep'

CHICAGO — Jobbers at the annual Parts Show are fascinated by the "Dormophone," a new unit in the Pentron line. It is intended to be used as a teaching aid, and it automatically shuts off and on, repeating the message to be learned while the user sleeps. The message is impressed on the sleeper's mind and, presumably, he is able to repeat it word for word on awakening.

One wag among distributors suggested that a "Dormophone" be placed in every room at the Conrad Hilton with the following message: "Business is better than ever."

Indies Squeeze Distributions and Distributions Squeeze Indies

Distributions Put Pressure on For Freebees

NEW YORK — The new one-or-two-record indie label is having a hard time lining up distribution for his product these days. With the glut of singles product on the market today, and the limited number of distributors per city, the average distributor is in the strongest position he has ever achieved. Thus many are putting the pressure on the new indie labels for deals and freebees in order to handle their distribution. Even established indies have felt this pressure, as indicated by the recent meeting of indie labels in Chicago.

It is not at all unusual for a new, anxious label to be told by a distributor that he wants 500 free records before he will handle the disk. He might even be told that he has to sign a paper or verbally agree that he will not sell the master, if it happens, to any diskery that does not distribute thru the same distributor. What's more some distributors will even ask, assuming they like the record, that the record manufacturer okay a split of the tune with one of the local deejays on the presumption that that will pave the way for fronts. Some even want loot in front.

This squeeze on new labels is (Continued on page 41)

NARAS Sets N. Y. Meeting For Members

NEW YORK — The first general membership meeting of the New York Chapter of the National Academy of Recording Arts and Sciences (NARAS) will be held on Wednesday, May 28, at the Park Sheraton Hotel here. Everyone in the record business is invited to attend. The business part of the meeting will be chaired by Veepee Dave Kapp, standing in for Prexy Guy Lombardo, now out on the road with his swinging band. The Chico Hamilton Quartet will perform afterward.

The New York chapter has welcomed into the NARAS fold the first British members. They are band leader Gerald, conductor-arranger Bill Bowen, and English Decca a.&r. chief Frank Lee. Other new members of the New York chapter are Steve Allen, Dimitri Mitropoulos, Rise Stevens, Erroll Garner, Leonard Bernstein, Percy Faith, Leopold Stokowski, Eddie Condon, Hugo Winterhalter, Mitchell Ayres and Robert Russell Bennett.

RUSSIANS DIG THE BIG BEAT, MAY HEAR ELVIS

WASHINGTON — Soviet fans of Elvis Presley, who have reportedly had to bootleg his recordings made on old X-ray plates, at fantastic prices, may eventually hear the idol direct. It could come about thru the State Department, which is now firming up program requirements for broadcast exchange with the U. S. S. R.

It was testified by Victor Records V.-P. George R. Marek, at recent Senate hearings, that Russians are so wild for the big beat they pay up to \$100 for bootleg recordings, snagged from taped Voice of America programs. Elvis records have been reproduced on old X-ray plates, said Marek, according to a report in John Gunther's book "Inside Russia."

State Department has announced (16) that lists of programs are to be drawn up for the broadcast exchange agreed upon between the two countries in January, 1958. State wants lists of programs American broadcasters would like to sell, or exchange with Russia.

State wants a brief description of the contents of the program and length of broadcast time. The Department says time is of the essence. Information is due at the Office of East-West Contacts of the State Department not later than June 1, 1958.

Indies Weigh Credit Check On Distributions

NEW YORK — Altho no dramatic actions have yet taken place with regard to the indie labels' distributor problems, much is simmering just below the surface. Already many indies have grown more cautious and are checking each other with regard to ascertaining the credit of various distributors. Too, it has already been ascertained that several major diskeries are seriously considering the adoption of more conservative distribution policies.

Two majors, it is believed, will announce important revisions in their return privilege policies at upcoming conventions.

On the indie level, there has been talk of the advisability of establishing a credit union which would handle billings. In such an organization, it was claimed, a distributor could be cut off from product in the event he did not maintain satisfactory economic relations with a label. It was remarked that such an organization is a good thing in prosperous times, and is all the more necessary in time of recession.

It is no secret that on various occasions struggling indie labels have approached the Harry Fox office asking that Fox handle their billings in a manner similar to his handling of mechanicals for publishers. Thus far Fox has not crystallized any plans on the matter.

15 Pubs Sue Chain Outfit

NEW YORK — In an important development following the Goody decision wherein the courts ruled that retailers and distributors could be held liable in infringement actions, some 15 publishers have filed suit in Southern District Court against H. L. Green Co., Inc., large chain store operator.

Suit was motivated by fact that some H. L. Green outlets have been selling EP disks containing unlicensed songs. Disks, which were not manufactured by Green, contain hit songs and sell for 49 cents under the Worthmore and Deresco labels.

Suit was filed by Julian Abeles, following consultation with Harry Fox, publishers' agent and trustee. Publishers represented in the action (Continued on page 41)

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THAT'S THE MUSIC BIZ!

Not Racks or Ops, But Jocks Are the Drag

By BOB ROLONTZ

NEW YORK — "Man, instead of worrying about rack jobbers and one-stops, the record companies should start thinking about the high cost of exposing a record with the deejays." These ominous words came from the head of one of the indie diskeries who was in town for a few days last week. "With all the hundreds of records coming out each week it's getting harder and harder to get a record exposed without laying out so much loot on payola that if the record doesn't make it you're in trouble."

"Me, I have no objection to payola," said the record man, who prefers to remain anonymous. "It's part of the game. I'd rather spend it with the jockeys than with a big office staff. But now you have to lay out up to \$2,000 to get a record started, because you have to go into at least five Eastern and Midwest cities to get a record off the ground."

"There are three jockeys in every major city from New York to Chicago you have to deal with. And the prices keep going up. It used to be \$50 or \$100 to get a jock to lay on the disk. Now that guy in the Midwest is up to \$200." (This record man at times talks like Casey Stengel.)

"Sure, you don't always have to lay out cash," continued the unidentified record man, "you can split the copyright with a jockey. But you can only split a copyright once, so what do you do about the

EDITORIAL

'The Secret'

A continuing problem in the disk business is the unrestrained quantity of singles product. Even in good times this causes some economic distress at manufacturer, distributor and dealer level. Abortive attempts have been made to release product in a more disciplined fashion, but the pressure of competition, it is claimed, always results in a renewal of the same wild race.

But the rat race is not really necessary. At least one manufacturer, Archie Bleyer of Cadence Records, has proven that a successful singles business can be based on a conservative release schedule. In a story in this issue it is noted that Bleyer, in the last eight years, has released only 116 singles. Of these, 33 have made The Billboard's best-selling chart, and six have sold over 1,000,000. In the last 12 months, he has released 34 singles, of which 11 have hit the top 30 list and three of which were million sellers.

This fabulous record provides food for thought. Not all diskeries can operate like Cadence. Some are trapped by their very size—but even these would do well to examine their operation. A few, such as Kapp Records, show the same sensible approach—not only in the singles field, but also in the package market.

What are the ingredients of such an operation? Bleyer, Kapp and a small minority thrust aside all extraneous considerations and record only for the purposes of achieving a hit. They believe in their own judgment and talent. In merchandising their product, they can concentrate their resources instead of vitiating them in a buckshot operation.

With so many indies currently "hurting," with so many disk execs confused and wondering about their future in the business, let it be urged that they study the success of these labels who produce no throwaway sides, who find a good song, make as good a disk as they can, and give it all they've got.

UA Lines Up 23-Country Record Set-Up

NEW YORK — United Artist Records has lined up distribution in 23 of the world's major markets, including England, the European continent, South Africa, the Scandinavian countries, India, Hong Kong, Pakistan, British West Indies, Israel, Lebanon, Syria, Iraq, Egypt and British East Africa. In each territory UA's record dis-

tributors will work closely with the parent company's subsidiaries or agencies which handle film distribution in the same areas. UA's record distributor in England is British Decca. UA expects to complete its world-wide distribution set-up by July.

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REAL SWINGING SUMMER SET

Jazz Festivals at New High, Stars Booked Coast to Coast

By REN GREVATT

NEW YORK—Duke Ellington, Dave Brubeck, Coleman Hawkins, Rex Stewart and Joe Turner shape up as the most sought after artists for what promises to be the most swinging summer of all on the jazz front. Despite continuing talk of recession, jazz entrepreneurs are going ahead in more locations than in any previous summer, with plans for festivals and concerts from coast to coast.

The granddaddy of them all, the Newport Festival, kicks off the annual round of sessions with its most ambitious program to date. Solid shows are in prospect for the Great South Bay (Long Island) Festival; Stony Brook, Long Island; Ra-

vinia, Highland Park, Ill.; the Music Barn, Lenox, Mass.; Castle Hill, Ipswich, Mass.; the Hollywood Bowl; Lewisohn Stadium, New York City; Stratford, Ontario; Vancouver, B. C., and French Lick, Ind. The last-named is the most imposing new entry and will be staged by Newport impresario George Wein. There'll also be a special jazz week at the United World's Fair to feature Sydney Bechet, Sarah Vaughan and the International Youth Band.

The Newport four-day, July 4 weekend will feature a virtual who's who of jazz, including Duke Ellington, Dave Brubeck, Paul Desmond, Marian McPartland Trio, Miles Davis, Cannonball Adderly, Gerry Mulligan, Rex Stewart, Johnny Hodges, Ben Webster, Lawrence Brown, Sonny Greer, Cootie Williams, Billy Strayhorn, Benny Goodman in his Newport inaugural with an all-star line-up, the Louis Armstrong All-Stars, the

International Youth Band, Dinah Washington, Billy Eckstine, George Shearing, Jack Teagarden, Bobby Hackett, Max Roach, Jimmy Guiffre, Sonny Rollins, Billy Taylor, Thelonius Monk, Horace Silver, Tony Scott, Dakota Staton, Joe Turner, Pete Johnson, Ray Charles, Chuck Berry, Big Maybelle, Coleman Hawkins, Buck Clayton and Mahalia Jackson.

The Great South Bay affair, stretching over five concerts on the weekends of July 26 and August 1, will feature such acts as Rex Stewart, Coleman Hawkins, the Modern Jazz Quartet, Joe Turner, the Cecil Taylor Quintet, Gerry Mulligan, Charlie Mingus and Dinah Washington, the Fletcher Henderson All-Stars, Jimmy Rushing, Pepper Adams, a reunion of Slim Gaillard and Slam Stewart, Dave Brubeck, Willien (The Lion) Smith, Billie Holliday and Duke Ellington.

The Stony Brook bash on Long
(Continued on page 43)

Stereo Disks In Liberty's June Output

NEW YORK—Liberty Records is readying five stereophonic LP's for release June 20 (marking the label's debut in the stereo market) with 10 additional stereo packages slated for release in August.

The company has been recording all of its albums in stereo for the past couple of years, and now has a total of 140 stereo packages—its entire catalog.

Liberty's prexy Cy Waronker was in town last week to complete arrangements on the five stereo packages, which will include Julie London's "Julie," Martin Denny's "Forbidden Island," Pete King's "Music for the Girl You Love," Gerry Grey's "Shades of Grey," and Vic Shoen's "Swinger's Holiday."

Meanwhile, Liberty continues to
(Continued on page 43)

Musician Earnings At Standstill in '57

NEW YORK — Lessening employment in radio and an increase of employment in TV resulted in almost no gain in musicians' earnings in broadcasting during 1957, according to AFM President James C. Petrillo's annual report which is scheduled to be presented to the AFM convention in Philadelphia June 2.

Over-all employment for musicians in all phases of radio work—staff and commercial, covering the United States, Canada, Puerto

Rico and Honolulu—accounted for \$6,752,529 in salaries in 1957, compared with \$9,835,327 during 1956.

In TV, steady staff employment for 834 musicians in the United States during 1957 resulted in gross salaries of \$8,000,000, as compared with 626 musicians earning \$3,500,000 in 1956. Miscellaneous Canadian TV employment in 1957 was about \$1,300,000, bringing the combined U. S.-Canada 1957 total to \$9,300,000, compared with \$4,100,000 in 1956.

Thus, total employment from broadcasting amounted to \$21,088,173 in 1957, compared with \$20,387,858 in 1956.

Musicians earned \$5,824,606 in 1957 from records and transcriptions, as compared with the preceding year's \$4,939,440. During 1957, 262,025,379 phonograph records were sold at a retail value of \$327,176,164, compared with 219,441,914 records in 1956, at a value of \$259,038,991, according to Petrillo. These figures, taken to mirror the statistics of the Music Performance Trust Fund, do not include disks cut abroad and sold there.

Statistics covering the seven major film studios show gross earnings by 303 musicians under contract in 1957 as \$2,582,457. Earn-
(Continued on page 43)

Bleyer Puts the Blast On Some Pubs Ethics

NEW YORK — Cadence prexy Archie Bleyer called a press conference last week to blast the "general professional manager of a major publisher of show scores."

Bleyer said the exec, who had given him a rate some months ago for an album which featured 12 show tunes published by the firm, came into his office last week and demanded that Bleyer return the "favor" by cutting some of his tunes with Cadence artists.

His exact words, according to Bleyer, were: "The time has come when we have to have our pound of flesh." The Cadence prexy, who said he had presumed the rate was offered because of the quantity of material cut on the LP and not as "a favor," replied "Well you're

not getting it here!" and the publisher stomped out of the office.

Bleyer said he was particularly incensed because he feels Cadence is one of the few companies that has maintained an "open door" policy for publishers, rather than putting the major emphasis on tunes owned by Cadence's own publishing outfits or its artists. Bleyer pointed out that 99 per cent of all singles issued by Cadence feature tunes by outside publishers.

To justify their large salaries,
(Continued on page 44)

COLUMBIA PIC'S LABEL: COLPIX

NEW YORK — The new record offshoot of Columbia Pictures finally has a name. It's "COLPIX RECORDS." Name was selected from some 200 choices after many weeks of narrowing down the list.

Colpix is shooting for a July kickoff date on its first releases. It received an AFM recording license a couple of weeks ago, altho Paul Wexler and Jonie Taps have been scouting masters for purchase in the meantime.

New Ampex Line Handles 4-Track Tape, Stereo Disks

CHICAGO—Ampex Audio Inc., Sunnyvale, Calif., pivotal manufacturer of tape playback equipment, shook up the rumor-ridden disk and tape playback field with the first announcement by any firm of a series of playback equipment that will handle both stereo disk and four-channel reel-to-reel stereo tape. Phillip L. Gundy, president of Ampex and bellwether figure in the tape playback field (this marks Ampex's first disk playback equipment), told The Billboard that the new Ampex Universal "A" (900 series) is already being promoted to dealers and will be shipped almost immediately.

Gundy also revealed that Ampex will introduce a four-track, stereo tape magazine to the trade at the NAMM Trade Show and Convention in July.

Gundy's announcement was further stimulating to the entire tape and disk playback trade, when he emphasized that, despite the fact that the new 900 series will contain both the new compatible two or four track reel-to-reel type deck and, for the first time, a stereo disk playback, there will be no increase in price over the previous cost of the two-channel-only tape playback. Gundy, when queried, said that he and his Ampex execs felt

BILL WOULD LET GOVT. BE SUED

WASHINGTON — The House last week passed a bill which would make it possible for a copyright owner to sue the government for infringement.

Legislation, authored by Rep. F. Jay Nimitz (R., Ind.) would enable the copyright owner to take action against the U. S. in the Court of Claims for the recovery of "his reasonable and entire compensation as damages for such infringement...."

Under present law, the copyright owner may sue a government employee for infringement, but not the government itself.

Bill has been referred to the Senate Judiciary Committee for study and comment.

Stereo Disks From Atlantic Include MJQ

NEW YORK — Atlantic Records has issued its first release of stereo disks, consisting of three packages. The sets are "One Never Knows," the original sound track for the pic "No Sun in Venice," starring the Modern Jazz Quartet; the Jimmy Guiffre version of the score from "The Music Man"; and "At Symphony Hall" with Wilbur de Paris. Each will carry a \$4.98 tag, the same price at which Atlantic monaural LP's are listed. This was seen as an exception to the general industry pattern of higher prices for stereo disks.

The diskery will use the slogan "Sound in the Round," which, according to a spokesman, denotes Atlantic's recording philosophy that a full, overall sound is more desirable than an extreme effect of stereo separation. The spokesman added that for three years the label has recorded everything in stereo, entire catalog.

Capitol Issues Four 'Location' Specials

HOLLYWOOD — Capitol Records is showing a recurring interest in its "on-location" album recording. Latest in its series of "location" LP's includes "The Four Freshmen in Person," recorded on stage at the Compton (Calif.) Junior College; "Las Vegas, Prima Style," featuring Louis Prima and Keely Smith waxed while performing at the Sahara Hotel.

Others include "Back to Balboa," by Stan Kenton and ork cut at the

PARTY GAMES

Roulette Sets Major Promotion

NEW YORK — Roulette Records is readying an all-out promotion to introduce its new series of party-game albums, Co-Star Records.

The albums feature well-known legit and movie-stars in scenes from equally well-known plays and/or books. Gimmick is that a blank space is left on the disk for one part (scripts are packaged with LP's), thereby allowing the buyer to read lines opposite such famous names as Tallulah Bankhead, Basil Rathbone, Sir Cedric Hardwicke, Fernando Lamas and George Raft. An excerpt from "Peyton Place" will be featured in one of the albums.

The new series is aimed at schools and serious students of the drama, as well as fan-type buyers.

Gospel Sets Due; Stamps Paces Field

NEW YORK—There has been a flurry of activity in the waxing of gospel music, with the Stamps-Baxter gospel music firm leading the way with two forthcoming albums of their music, one on Roulette and one on Epic. The sets feature Stamps-Baxter tunes and Stamps-Baxter quartets.

Stamps-Baxter has always been one of the leading gospel houses. About a decade ago the Stamps-Baxter Quartets, on such labels as Mercury, Bibletone, etc., were the top singing groups in the entire religious field. At that time they had one of the largest publishing firms in the country. Today the Stamps-Baxter Music and Printing Company produces gospel songs to the tune of 3,000,000 books a year.
(Continued on page 43)

Balboa (Calif.) Rendezvous Ballroom. In February, this year, Capitol released another Kenton LP similarly recorded at the seaside dancery. For another "location" package the label went overseas for a Capitol of the World album, for "A William Clauson Concert," which consists of folk songs recorded live at Wellington Town
(Continued on page 43)

CAP PLACES 7 ON OUR CHARTS

HOLLYWOOD — Capitol Records rings up seven singles on The Billboard's best seller list for the second week in a row. This marks the firm's most formidable representation in the chart since January and February of 1956 when it scored with five entries. However, the latter was out of the top 25 while the current seven best sellers are in the top 40. In last week's issue Cap singles hold positions No. 5 (Laurie London's "Whole World in His Hands"), No. 6, 7, 14, 17, 30 and No. 40 (Four Preps' "26 Miles").

This gives the label a greater number of singles on the list at this time than any other firm.

Nets, Disk Spokesmen Take Offensive Vs. Smathers Bill

By MILDRED HALL

WASHINGTON — A sextet of spokesmen for the two top networks, their owned record companies and the movie industry went from defensive to offensive last week (21) in testimony against ASCAP songwriter accusations made during Senate hearings on the Smathers Bill.

Goddard Lieberson, president of Columbia Records, and Richard Salant, V-P of Columbia Broadcasting, told the Pastore (D., R. I.) Communications Subcommittee that affiliations between the networks, BMI and net-owned record companies has "affirmatively" served the public interest. The affiliation had expanded and invigorated the music industry from pop to symphony, and had even "freshened up" ASCAP itself, said Salant.

Recording of full scores of ASCAP musicals like "Pal Joey," "Bandwagon" and "Porgy and Bess" by net-owned record companies had "resuscitated" performance of the music and of the shows themselves, said Lieberson. Arthur Schwartz and the accusing SPA songwriters were said to be biting the hand that feeds them when they attack networks like CBS, where the "overwhelming" proportion of music "year in and year out, is ASCAP."

CBS does not wish to "dispose of its BMI stock at this time," said Salant, "for the same reason CBS went into it in the first place: to assure maintenance of continued competition in the music licensing field."

However, CBS may "re-examine its continued ownership" of the nine per cent of non-profit-making BMI stock after the \$150,000,000 suit of the songwriters is settled, said Salant. CBS president Stanton is still mindful of the offer to consider divestiture, which he made to the Celler (D., N. Y.) Antitrust Subcommittee in 1956—but only if

BMI would not be "emasculated," thereby restoring the old ASCAP monopoly, said Salant.

George R. Marek, V-P and General Manager of Victor Records, answered Pastore questioning about claims that talent and tunes of net-owned record companies were promoted by the networks at the expense of ASCAP music. Marek said cases like the Dennis Day promotion by NBC in 1949 were "coincidental." Every network promotes talent to add luster to program for its sponsor, and at the same time every record company promotes its talent to advance the sale of records, said Marek.

Marek cited cases where Victor record talent has been bypassed because an NBC sponsor or a network contest required promotional tie-in with a tune or talent from another record company. Tennessee Ernie Ford, who is with Capitol Records, gets a big build-up on the NBC network, as does Nat King Cole, also with Capitol. Victor's own Elvis Presley had to get a TV start on the CBS network when Victor would not get its boy on the parent NBC network.

Marek and the other members of the net- and record quartet pointed out the infinite number of combinations and reshuffles in talent, broadcasters, record companies, sponsors, song pluggers, et al., to produce the magic formula—"The Hit."

The net-owned record companies were shown to have very minor percentages of their recorded tunes, and very few of their own talent, promoted by networks, in Marek and Lieberson testimony. (See separate story.)

Movies Are Heard

Movie spokesmen Eric Johnston, president of the Motion Picture Association, and Arthur Tolchin, V-P of WMGM, New York, a Loew subsidiary, said the Smathers Bill to prevent music publishers or recorders from going into broadcasting is discriminatory and unconstitutional. They said it is also contrary to the Senate Commerce Committee's own previous refusal to specifically proscribe newspapers from owning broadcast outlets.

Tolchin of WMGM, whose parent corporation controls three ma-

(Continued on page 44)

SPA Now AGAC; Study Royalty Plan

NEW YORK—The Songwriters Protective Association held its annual meeting here last Thursday (22) and officially changed its name to the more all inclusive tag of the American Guild of Authors and Composers.

Each member was given a form whereby he would agree to participate in the Guild's new plan for collection of royalties from publishers, via the granting of power of attorney to AGAC execs Burton Lane, Leonard Whitcup and Miriam Stern. Members were urged to "take them (the agreement) home and think about it," and send them back by mail.

During the meeting it was revealed that the Guild (then SPA) paid motivational research expert Vance Packard \$3,500 to make a survey for them. Packard recently testified in favor of the Smathers Bill, at which time it was brought out that he had been hired by SPA to survey the broadcasting-music scene.

Arthur Schwartz, reporting on the Smathers Bill hearings, told

the membership that he thought the hearings had accomplished all they had hoped for.

Also under discussion at the meeting was a plan whereby the Guild would purchase \$30,000 worth of special IBM equipment, which would be used to process royalty payments under the new collection plan.

In reference to the Music Pub- (Continued on page 47)

NBA Biggie Warns NAB Biggie Warns

WASHINGTON — The radio industry must be prepared for "most serious" negotiations this fall when it attempts to work out a new music license contract with the American Society of Composers, Authors and Publishers, according to Vincent Wasilewski, manager of government relations for the National Association of Broadcasters.

In an address before the Pennsylvania Association of Broadcasters, Wasilewski pointed out that "radio broadcasting stations and networks supply 36.31 per cent of ASCAP's total revenue, and television stations 52.1 per cent." Local radio station payments account for 33 per cent, he said.

"With local radio accounting for approximately one third of ASCAP's total revenue," Wasilewski said, "you can see that ASCAP will regard in a most serious vein the upcoming negotiations of the radio contract. Broadcasters certainly should be prepared to do likewise."

Wasilewski noted that negotiations for a new radio music license contract—the first since 1941—will be conducted by "an all-industry committee, completely outside the jurisdiction of NAB." He cautioned that unless the committee has the support of the industry—both financial and otherwise—"it will stand to accomplish very little."

PLATTERS GIVEN PAPAL MEMENTO

ROME — The Platters, currently on international concert tour, were awarded a new kind of "golden disk" last week.

Arriving in Rome following a tour of Africa, the quintet received an "unprecedented" audience with his Holiness Pope Pius XII. The four male members and thrush Zola Taylor received medallions from the Pontiff, to commemorate their visit.

Group is now playing the Teatro Sistina in Rome, and doing a strong box office.

Future Disks Seen in M-G-M Musical Sked

HOLLYWOOD — With one-time record company exec Sol C. Siegel now elected to the Loew's Inc. board as vice-president in charge of M-G-M production, the movie firm is mapping at least two major musical projects likely to result—ultimately—in sound track albums.

The first of these is a cinemusical about World War I's "sweetheart," Elsie Janis, to be based on the late treatment of the property, which Siegel bought in 1956 when he was an indie producer at Metro, has been ordered. Rosemary Clooney is being mentioned as a strong possibility for the leading role.

The second project, in the works for some time, is an Arthur (Gigi) Freed production of "Bells Are Ringing" with Judy Holliday repeating her Broadway role. Betty Comden and Adolph Green have been signed for the screen play adaptation of their own musical. Vincenti Minnelli, who directed "Gigi" for Freed, will call the shots.

Westminster June Package: 22 Albums

NEW YORK—Westminster has announced 22 classical albums for June release, same number as May. Highlights include "The Triumphes of Oriana" by the Randolph Singers, available in a single package or two separate volumes; three new albums of the Folk Music Festivals series; Bartok's "For Children" suite by pianist Edith Farnadi, also available complete and in two albums; and a Prokofieff grouping by the London Philharmonic which includes Garry Moore narrating "Peter and the Wolf."

Other June entries are RAKOV'S Symphony No.1, with the Moscow State Philharmonic batoned by the composer; the 19th volume of the Scarlatti sonatas project by Fernando Valenti, harpsichordist; and three Haydn sonatas, Nos. 34, 43 and 52, by pianist Nadia Reisenberg.

Hanover Signs Jack Hooke

NEW YORK—Len Levy, head of Hanover Records, new diskery in the Brill Building, has added Jack Hooke as head of artists and repertoire activities.

Hooke, a veteran of the Roost Records label, joined Alan Freed as partner and manager in August 1957. He'll continue his association with Freed. Their music publishing venture, Figure Music, has seen a number of tunes hit the charts since August, including "Short Shorts," "Jo-Ann" and "Maybe." Hooke also produced the recently released "Pretty Baby (It's Been a Long Time)," by Gino and Gena for Mercury.

Prescott Off For Brussels

NEW YORK — Norm Prescott, platter spinner from station WBZ here, left last week for the Brussels World's Fair as representative of the Westinghouse Broadcasting System. Prescott will be in Brussels about three weeks, during which he will record twelve concerts by the Benny Goodman Ork.

These will be tapped and rebroadcast over many of the Westinghouse stations, and one LP will be made up to be used as a premium for Westinghouse products this summer. Prescott also will supervise the making of "Studio One" commercials in Brussels, and other commercials that will be used for the firm's summer theater TV shows here.

Wakely Issues First Disks On Shastone

HOLLYWOOD — Jimmy Wakely has launched his own label, Shastone Records, but hasn't decided whether he will record for it. His first release features Sam White singing a couple of Wakely rockabilly originals (published by Wakely's firm, Riverside Music, Inc.), "Rock, Baby, Rock" and "Sugar Candy."

National distribution is being set. Modern Record Distributing Company is handling the Southern California area. Huffine Distributing Company in Seattle handles the Pacific Northwest. Pan-American Record Supply in Denver is handling the Mountain States. B&K Supply Company has the Oklahoma City area.

Records are being pressed by Coast Records Manufacturing Company, Los Angeles. Shastone Records headquarters in North Hollywood, Calif.

Chudd O'Seas To Talk Sales

HOLLYWOOD — Lew Chudd, Imperial Records prexy, left on a two-week hop to Europe to confer with overseas sales affiliates on new Imperial product. Chudd has meetings scheduled in London, Hamburg, Milan and Zurich. According to Chudd, Fats Domino and Ricky Nelson are among the label's best sellers on the foreign market.

Allen Package Gets Big Push

NEW YORK — The current Steve Allen Coral package, "Hi Fi Music for Influentials," is being backed by a heavy promotion campaign by the label, featuring a tie-in deal with the Saturday Evening Post, which coined the "influential" concept for an ad promotion campaign.

Norm Weinstroer, sales chief for the label, announced that promotion activity will include attractive silk-screened center display pieces for key accounts, dealer mailings, ad mats for co-op advertising and open-end interview disks by Allen for radio use. Also included will be 2,000 LP's and 3,500 copies of the tune "You're So Influential" (an original from the album clefted by Allen) coupled with "When You're Smiling" for stations and jocks across the nation. Allen will introduce the album on his June 1 NBC-TV show in conjunction with the May 31 Satevepost.

CLIBURN MOSCOW TAPE GIVES VICTOR A SHOCK

NEW YORK — RCA Victor, busy with plans for pianist Van Cliburn's debut on the label, got a major fright last Monday (19).

WBAI-FM, local longhair indie, produced the shock, by suddenly airing a two-hour tape recording of Van Cliburn's pianistic fireworks at the closing concert at the Moscow Conservatory on April 14.

Highlight of the recording, produced for WBAI in a cultural swap arrangement with Radio Moscow, was Cliburn's keyboarding on Tchaikovsky's First Piano Concerto—the performance that landed Cliburn his Russian award. Tape arrived in New York the previous Friday (16).

Radio performance, which coincided with Van Cliburn's Carnegie Hall concert, thus amounted to a "preview" of the young artist's scheduled recording of the same

work for early release by RCA Victor.

Having scored a similar beat with a radio premiere of Shostakovich's 11th Symphony thru its overseas tie-ups, WBAI-FM execs now plan to air the Van Cliburn tape again—this time with plenty of advance promotion—on June 6.

The Russian-made tapes, however, will not get widespread circulation in the U. S., altho not for lack of demand. The deal between the New York FM outlet and the Russians is for exclusive, non-commercial, educational uses of swapped material. There will definitely be no commercial record version.

Van Cliburn, meanwhile, will have his second concert aired on New York's WQXR, Times-owned radio outlet, shortly, and is due for an Ed Murrow "Person-to-Person" visit on CBS-TV next Friday (30).

NAMM GIVES 80G TO FIND MUSIC OF FUTURE

CHICAGO — Russia may have launched a satellite before America did, but, by George, they won't beat us in the deadly race to reach the ultimate in futuristic music.

To guarantee that, the National Association of Music Merchants last week announced a grant of \$80,000 to the Massachusetts Institute of Technology for what it termed "pure research" in the field of musical acoustics. The grant appropriates \$20,000 for the first year and \$15,000 annually for four succeeding years. The general hope, it appears, is that the pure research will lead the way to newer and perhaps wilder musical instruments. "The research," according to Dr. Malcolm W. P. Strandberg, "will divide itself into two phases. In

the analytical phase, elements the significance of these elements is to be assessed by determining how much an element can be altered before the alteration is heard.

"Is a musical instrument creating a tone identified by the first part of the tone during which it is increasing, the middle part during which it is constant, or by the last part during which it is decreasing? Is the matter of detuning a tone related to the distinction between a solo tone and a choral tone? Perhaps a choral tone is just the superposition of a large number of very slightly mistuned notes. . . ."

Anyhow, when all these things are figured out, we're going to be way ahead of everybody. And speaking of satellites, maybe the scientists will figure out a new rhyme for "moon" besides croon, spoon and June.

Western Elec Sells Westrex Subsidiary

NEW YORK — The Western Electric Company and Litton Industries have completed preliminary negotiations for the purchase of the Westrex Corporation. Westrex is a subsidiary of the Western Electric Company, which is owned by American Telephone and Telegraph Corporation. Litton Industries is a manufacturer of computers, data processing instruments, business machines, etc. The pending sale is in compliance with the provisions of the Final Judgment of the U. S. District Court for New Jersey entered on January 24, 1956, in the United States versus AT&T and WE, and is subject to the Court's approval.

Westrex makes sound recording equipment for phonograph record firms and movies, and distributes abroad a line of communication products and recording equipment. The Westrex stereo system has been adopted by most U. S. record firms for stereo records. It's 1957 gross income was \$13,000,000.

Montenegro in 20th-Fox Fold

NEW YORK — Hugo Montenegro, whose arrangements were heard on Vik's "Loves of My Life" and "Ellington Fantasy," and who has been an arranger-conductor on TV shows from Paul Winchell's to Arthur Godfrey's, has been signed by 20th-Fox Records, effective immediately, to the post of musical director.

A young cat, Montenegro is nevertheless a music industry veteran. He started as a professional music arranger at the age of 16.

Loomis to Direct Voice of America

WASHINGTON — Appointment of Harry Loomis, White House aide, as director of the Voice of America was announced last week (22) by George V. Allen, director of the U. S. Information Agency.

In earlier years, Loomis was with the USIA as Director of Research and Intelligence. He then became staff director to Dr. James Killian, the President's Assistant for Science and Technology.

As head of Voice of America, Loomis succeeds Robert E. Button, director since July, 1956.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

NEWS REVIEW

Century's Greats on Angel Series

NEW YORK—Angel Records' new release includes a special series, "Great Recordings of the Century," a group of 10 vintage recordings made by various instrumental, concert and opera artists. The disks have been remastered, and the sound, considering the fact that the platters were electrically made (in some cases over 20 years ago), is quite adequate. The prime interest and appeal, however is not the reproductive quality, but the opportunity to hear many great artists of the past perform.

Included are chamber works presented by the Adolph Busch Chamber Ork, Bach clavier concertos performed by Edwin Fischer with the Edwin Fischer Chamber Ork, Haydn and Schubert trios as played by a group including cellist Pablo Casals, selected Monteverdi works as interpreted by Nadia Boulanger, Wolf and Strauss lieder sung by Elisabeth Schumann, Talian operatic arias sung by Claudia Muzie, Russian arias sung by Feodor Chaliapin, piano works by Prokofiev with the composer at the piano and Schubert sonatas by Artur Schnabel.

The much of the repertoire is available by contemporary artists on modernly engineered records, several sets in the series should prove healthy sales items. Musicologists, music historians, radio stations that program classical music and students will find the records valuable additions to their libraries.

The sets retail for \$5.98. Each is attractively packaged with an informative booklet containing a discussion of the works and artists.

Haydn: Trio No. 1; Schubert: Trio No. 1—Pablo Casals, Cello; Alfred Cortot, Piano; Thibaud, Violin, (Angel COLH 12). Bach: Brandenburg Concertos Nos. 1, 2 and 6—The Adolph Busch Chamber Ork. (COLC 13). Bach: Brandenburg Concertos Nos. 3, 4 and 5—The Adolph Busch Chamber Ork. (COLC 14). Bach: Concertos Nos. 1, 4 and 5 for Clavier and Ork—Edwin Fischer with the Fischer Chamber Ork. (COLH 15). Monteverdi: Selected Works—Nadia Boulanger (COLH 20). Schubert: Sonata; Allegretto—Artur Schnabel (COLH 33). Prokofiev: Concerto No. 3 for Piano and Ork.—Serge Prokofiev, piano with Coppola conducting the London Symphony Ork. (COLH 34). Scenes from Russian Opera—Feodor Chaliapin (COLH 100). Italian Operatic Arias—Claudia Muzie (COLC 101). Hugo Wolf and Richard Strauss Lieder—Elisabeth Schumann (COLH 102). Howard Cook.

Sampler Disk Goes Stereo

NEW YORK — Elektra Records, one of the originators of the LP disk sampler, is releasing its first stereo disk sampler, to be known as "Around the World in Stereo." List price is \$2.98 with full discounts to dealers. Shipments start Friday (30).

Sounds represented on the disk include a German marching band, Viennese Schrammel music, the Oranim Zabar Israeli troupe, the original Trinidad Steel Band, folk songs from Ireland, England, and France, Dixieland music by Ken Davern and his Salty Dogs, and Sabicas with the Trianeros Flamenco Troupe.

Longhair Youth Boom in Making

Continued from page 1

Hollywood sense." Since the same sources supplying these choices will be deciding who to push and how hard, it would seem likely that these same artists will soon be popping into the news pages and building fan clubs. The seers admit, tho, it could easily be a young artist they haven't yet heard of.

American awards committees, understandably bitter at the lack of interest in their own gifted winners thru the years, may be assuaged by NBC and CBS programs currently negotiating for guest appearances by their recipients on a long-term basis. Approached to date: the Leventritt, Naumberg, Thebom and Anderson annual awards boards.

2 Musicians Sue AFM for Strike Funds

HOLLYWOOD — Two film studio musicians filed suit last week against Local 47 and the American Federation of Musicians in the Los Angeles Municipal Court seeking recovery of strike benefits. Milt Bernhart and William Hinshaw, thru attorney Jay L. Cooper charged that the union refused payment of strike benefits when the musicians declined to sign the local's loyalty pledge that they would not join the Musicians' Guild of America or similar organizations.

The pair also filed charges with the National Labor Relations Board. They feel that if they don't receive strike benefits, they should be free to seek employment on a free-lance basis. (Members at Universal-International were given a choice of either free lancing or getting strike benefits of \$80 per week.) If they're considered members in good standing, they have not been suspended. they contend they are eligible for strike benefits. They claim the union has no right to refuse these benefits merely because they won't take the loyalty pledge.

Out of 272 Local 47 members only three refused to sign the loyalty statement. In addition to Bernhart and Hinshaw, Vince De Rosa similarly rejected the pledge. In the latter's case, however, the local's board suspended him. Bernhart and Hinshaw claim they have lost considerable revenue by not being free to accept jobs.

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales



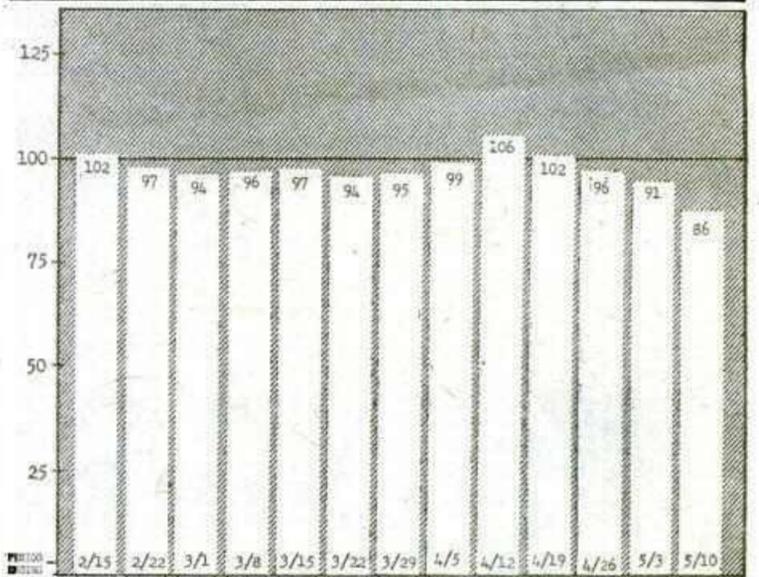
While 12-inch 33 1/3 r.p.m. and 78 r.p.m. unit sales showed an increase for the current period over the last period, 45 singles and 45 EP unit sales continued their slide. Overall unit record sales dropped for the fourth week in a row and this week's figure establishes a new low for the year.

The current period also points up that all speeds and overall unit sales are below par (par being the

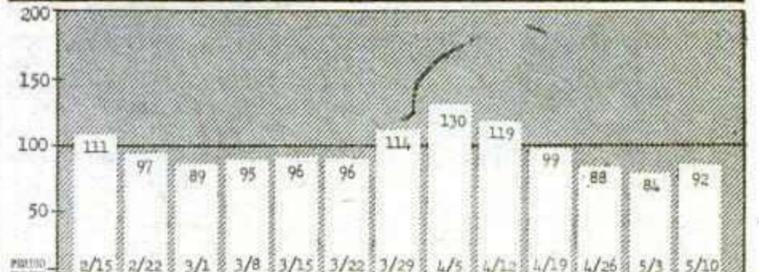
average weekly sales for the June thru November 1957 period). For 45 singles, this is the first time in five weeks its sales are below the 100 mark.

LP's are still racking up over 55 per cent of the total dollar volume at retail with 45 singles doing 37.3 per cent. In other words, of every hundred dollars spent at retail for records, approximately \$55 is for LP's and \$37 for 45 singles.

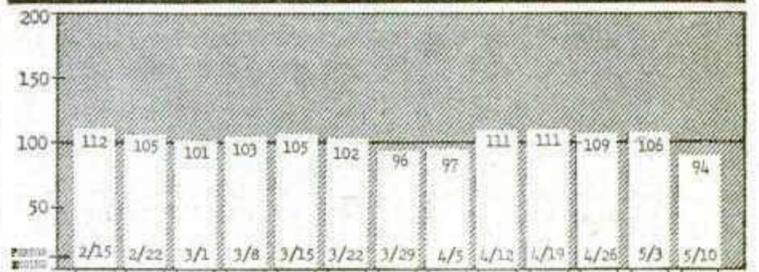
TOTAL UNIT RECORD SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



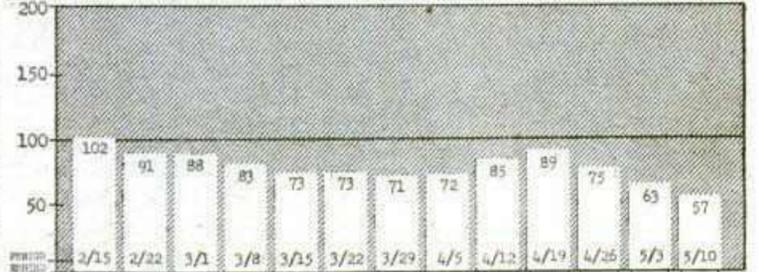
33 1/3 - 12" UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



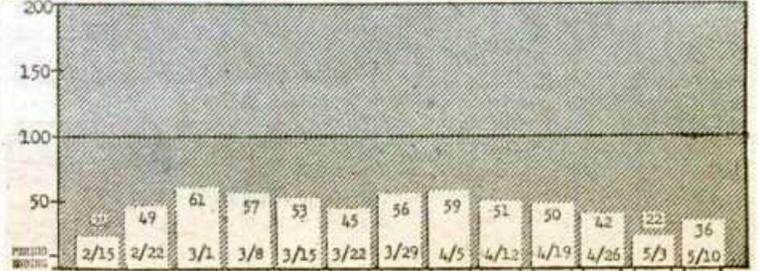
45 SINGLES UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 EP UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



GOV'T CONTROL OF PD? WHY NOT BREATHING?

NEW YORK — The Billboard's story (May 19) about Senator Fulbright's bill to put the government in the music business, by giving it all rights to present and future Public Domain music, inspired the following comments from songwriters Marvin Moore and Bob Davie.

"It isn't surprising," note the boys who wrote "Green Door," "that Washington is turning its attention to Tin Pan Alley, because on any given day lately there have been more songwriters testifying on one thing or another in Congress than there were watching the store in the Brill Building.

"However, some interesting problems arise. If we have a PD song are we soon to be in the position of infringing on the Uncle? If not, can we later adapt our adaptation again? Can we adapt someone else's adaptation? Or is it aspirin time for all PD improvers? Well, at least Tchaikovsky and Chopin would get their own names back on some of their best tunes.

"And if we got a call saying, 'This is your government: meet us Friday at 4 p.m., and bring all your records,' they might only mean 33, 45 and 78.

"You know they say you can tell you have a hit when the lawsuits start. And the suits usually undertake to show only basic similarity. It's tough enough now with only 56 years of musical output to worry about. But what chance are we going to have if some smart government lawyer traces us back to an apparent source in one of King David's favorite ballads? Or a pastorella originally scored by aborigines for club-and-hollow-log ensemble?"

"And what about the issuing of license under the government's pro-

jected operation? We have discussed this matter thoroly and wish to offer our services in the next logical step—the administration of PD patents. If we can work it out we will be happy to operate under federal designation to license: 1) Use of the wheel (admittedly a PD invention). 2) Use of fire (which is created only under one of several long-outdated and no longer protected methods)."

Joy Records Issues 1st Disk

NEW YORK — Joy Records, newly formed diskery subsidiary of Joy Music, Inc., released its first record last week—a revival of the firm's novelty-standard "Three Little Fishes" by the Gorman Sisters. The flip is "Sock Hop."

The Gorman Sisters (seven and 13 years old) attracted some attention a few months ago, with their waxing of "Jesus Is My Santa Claus" on Arrow.

George Joy, who is setting up distributors in key cities, said he will operate for the present on a free-lance artist and repertoire basis. The Gorman disk date was supervised by Eddie Kissack.

Poplar Records Signs Up Clovers

NEW YORK—The Clovers have signed a long-term pact with Poplar Records. The vocal group, which has been with Atlantic Records for the past seven years, is now with the label run by their manager, Lou Krefetz. Poplar has been recording Billy Mitchell of the Clovers as a single for the past

Bob Crosby, Others to Dot

NEW YORK — Dot Records continued to make news with new artist pactings last week, with Bob Crosby, Sy Oliver and gospel singer Clara Ward as the latest acquisitions.

Crosby moves to Dot from Coral and will cut his first album for release in September. Crosby has also been slated as Perry Como's summer replacement for Como's NBC-TV Saturday evening show. Sy Oliver had been associated with Decca for some years and at an earlier point in his career he had been an active arranger and member of the Tommy Dorsey band. Clara Ward has been associated with both the Peacock and Savoy labels.

M-G-M Has 3 By Chevalier

NEW YORK—M-G-M Records is introducing three new albums by that great Gallic cat, Maurice Chevalier. The deal was set by the label's prexy, Arnold Maxim. The label also has Chevalier represented on the "Gigi" sound-track album.

In the new group, there'll be a de luxe two-pocket LP set, titled "Yesterday and Today." These two will be sold as a set and in single packages, labeled Vols. 1 and 2. The third set—a one-LP package—will be titled "Maurice Chevalier Sings Broadway."

few months and now all of the group will be united again on Poplar.

The Clovers have had more than a dozen hits in their long career, making smashes out of such items as "Fool, Fool, Fool" and "One Mint Julep."

DISTRIBUTOR NEWS

Frank Holland of Mutual Distributing Corporation in Boston reports his three strongest Coral disks are "Ding Dong" by the McGuire Sisters, "Rave On" by Buddy Holly and "You Go to My Head" by Don Cornell. Other hot platters are "Try the Impossible" by Lee Andrews on United Artists, which Holland states has really come alive in the past 10 days, and "Drifting and Dreaming" by Teddy Tyle on Golden Crest. Strongst LP's are "Make Room for Tiny" by Tiny Little on Brunswick and "Lawrence Welk Presents Pete Fountain" on Coral. Holland said the Audio Fidelity and Counterpoint stereo disks have been moving well. Godfrey Dickey, who handles Dot and London records for Mutual reports that London's "May Is Mantovani Month" promotion has been very successful. The firm is way over quota. Hottest item in the Mantovani group of albums is "Gems Forever." London's subsid label, Felsted, is active thanks to Joe Leahy's "Moonlight Bay" and Kathy Linden's "You'd Be Surprised." "Bewitched" by Betty Smith is clicking. "El Rancho Rock" by the Champs on Challenge is also moving.

Phil Goldberg of Bertos Sales Company in Charlotte, N. C., calls "Got a Match" by Lou Stein on Mercury, "For Your Precious Love" by Jerry Butler on Falcon and "Pretty Baby" by Gino and Gina on Mercury his three fastest moving records. "All of My Life" by Sam Cooke on Keen is also perking. Hottest c.&w. records are "What Makes a Man Wander" by Jimmy Skinner and "Color of the Blues" by George Jones on Mercury. "This Too Shall Pass Away" by Jimmy Breedlove on Epic is going well. Strongest albums are "The Waltz Queen" by Patti Page and "The Flying Platters Around the World" on Mercury, "One Dozen Berries" by Chuck Berry on Chess, and "Sam Cooke" on Keen.

Frank Norgor of Frank's One-Stop in Des Moines names "Ooh! My Soul" by Little Richard on Specialty as his most promising new platter. "Try the Impossible" by Lee Andrews is hopping. "Purple People Eater" by Sheb Wooley on M-G-M is already a smash. "Guess Things Happen That Way" by Johnny Cash on Sun, "El Rancho Rock" by the Champs and "Jennie Lee" by Jan and Arnie on Arwin are also moving. Best selling LP's are Capitol's three Jonah Jones' albums. Norgor, after five years of helming a one-stop, is leaving the business next month. The firm has been purchased by Acme Music of Minneapolis.

Mr. Banashak of A-1 Record Distributors in New Orleans reports unusually heavy action on the late Chuck Willis' last Atlantic album, "The King of the Stroll." John Barrett, program director of WITX in New Orleans, has been playing "My Life," one of the sides from the album daily. Barrett and Larry Regan, A-1's promotion chief, created a program to spotlight interest in the album, whereby five of the LP's are given away each day to the five persons whose names are selected from those writing in to be eligible for a drawing. As a result, demands for the LP have been tremendous, according to Banashak. In the past 10 days, A-1 has moved over 1,000 and 500 more have been ordered. "My Life," consequently, has become one of the most requested tunes in New Orleans. Strongest singles at A-1 are "Ooh! My Soul" by Little Richard, "Come What May" by Clyde McPhatter on Atlantic, "64 Hours" by Bobby Mitchell on Imperial and "Bottomless Pit" by Billy Mitchell on Poplar. "Turn-Around" by Texas Red & the Contours on Bullseye, is a local hit. Ed Broadhurst and Fred Weston have been added to A-1's sales force.

NEW YORK SCENE: Ralph Rachmill of Coral Record Distributors lists "Sing Dong" by the McGuire Sisters, "Village in Capri" by Don Cornell and "Rave On" by Buddy Holly as his three top disks. "This Happy Feeling" by Debbie Reynolds is also moving well. "As Long As I Live" by Jackie Wilson on Brunswick is getting a good initial reaction. "To Be Loved" (also by Wilson) is still strong. Hottest albums are "Make Room for Tiny" by Tiny Little on Brunswick and "Dance With Me" by Myron Floren on Coral.

Johnny Halonka of Alpha Distributing Company has several hot records going. Top disks are "Yakety Yak" by the Coasters on Atco, "High School Confidential" by Jerry Lee Lewis and "Guess Things Happen That Way" by Johnny Cash on Sun, "Moonlight Bay" b-w "Vanguard" by Jimmy Haskell on Imperial, "For Your Precious Love" by Jerry Butler on Falcon and "I Wonder Why" by Dion & the Belmonts on Laurie. Records to watch are "I Remember" by the Five Discs on Vik, "A Kiss Is a Kiss" by the Rockin' Chairs on Recorte, "Make Me Smile Again" by Darrell Glenn on NRC, and "Sweetheart of the Prom" by Reed Harper on Vik.

NOTES IN THE MAIL: Bob Davénport, branch manager of King Records, Inc., San Fransisco, writes that "Muskeets" by Johnny Pate on Federal is getting strong action. "Little Pixie" b-w "Five O'Clock Whistle" also by Pate is doing well. Little Willie John's "Talk to Me, Talk to Me" on King continues to be the top seller. "Boo-Da-Ba" by Bill Doggett on King is also moving well. "My My Darling" by the Chanters on King is starting to move.

New Fairchild Stereo Cutter On Market

NEW YORK—Orders are now being taken by Fairchild Recording Company for a new stereophonic disk cutter being marketed by the electronics firm, with indie recording studios and smaller wax labels being among the first to purchase early production models. Priced at \$4,900 (complete with amplifiers, networks, and associated

equipment), Fairchild is promising deliveries by early July. The cutter, according to Fairchild, works on the 45-45 system, but not the Westrex principle. It uses a single coil internally, and can be used to cut monaural LP's, 45's, and 78's at a high level, as well as stereo LP's. Rein Narma, chief engineer at Fairchild, and George Alexandrovitch, project engineer, are mainly responsible for its development.

Vox, Savoy and Elektra are the diskeries placing the charter round of orders, with indie recording specialist Rudy Van Gelder having already put one into studio use.

Enter the Second Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a&r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

PRIZES:

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in upcoming issues of The Billboard, Cash Box and Variety for semi-finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Connie Lewis, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Entrance fee is \$10 which incidentally also makes you a member of D. I. S. C. Monies collected will be used to establish scholarship fund.

TOURNAMENT DETAILS:

Plans are for '58 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM CONNIE LEWIS, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK

Second Annual National Golf Tournament

Sponsored by Disc Industry Scholarship Committee (DISC)

I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name _____

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Firm Name _____

Type of Business _____

I Have Enclosed Check Money Order for \$10.00

BALLET

Mlle. Sagan Goes Tippy-Toe

The Broken Date
Drama Ballet in three acts. Scenario by Francoise Sagan. Stars: Toni Lander, Noelle Adam, Adolfo Andrade. Music by Michel Magne. Conducted by Joseph Levine. A Ballet-Theater Francals production presented by Gilbert Miller with Jules Borkon. Adelphi Theater, New York, May 21.

At its best, the impact of "The Broken Date," the first plunge into ballet scenario by the "enfant terrible" of French letters,

Francoise Sagan, is primarily visual—and then largely because of the well-rounded form of star Noelle Adam, who looks like a sexy blend of Marilyn Monroe and Dennis-the-Menace.

The musical score by Michel Magne therefore shapes up as a lightweight potential for the album market, even for the most avid balletomanes.

In telling the musical side of Mlle. Sagan's formula story about

a young man who commits suicide when he feels his mistress has stood him up on their last date, Magne says little that hasn't been said before. In the first act, where the young man is pacing around his apartment, the major themes alternate between something that sounds like the percussive introduction to "Dragnet" and some romantic movie music by Victor Young. It picks up a jazz flavor for the second act and the big seduction-in-the-bathroom scene, but it continues to be musically from the cold water tap thruout, with few melodic surprises. Charles Sinclair.

MOTION PICTURE

Gangster Mello Cues Vaughan Kudos

Dangerous Youth
Stars: Frankie Vaughan, George Baker. Director, Herbert Wilcox. Producer, Anna Neagle. Musical score, Stanley Black. Songs, Richard Mullen and Peter Moreton. Distrib, Warner Bros. Running time, 98 minutes. Reviewed at special screening.

Frankie Vaughan's growing reputation in the U. S. will help draw customers for this reasonably exciting melodrama. Once in the theater, fans will be joyous

over the overwhelming footage allotted the young star, while strangers should be won by pic's end. Vaughan turns in a fine acting job as a gang leader drafted into the British Army. Three solid tunes are worked nicely into the plot of feud, desertion and manslaughter.

The handsome juvenile, who closely resembles Victor Mature, goes to town on "These Dangerous Years" and "Cold, Cold Show-

er," rock and roll items, and shares a sweet ballad, "Isn't This a Lovely Evening," with ingenue Carole Lesley. All are upcoming Epic singles. sound track also deserves mention, especially backing numerous scenes along the Cast Iron Shore, the Liverpool riverfront.

George Baker, co-starred as a chaplain who befriends Vaughan, has little to do, while Miss Lesley scores as the love interest. Kenneth Cope and Ray Jackson are standouts as gang members. But it's Vaughan's show all the way and an auspicious film debut in the American market.

Bob Bernstein.

NIGHT CLUB

Sultan of Sob Solid Self-Salesman

Johnnie Ray
Johnnie Ray, Latin Quarter, New York, May 22.

Johnnie Ray successfully heads up the Donn Arden production "Holiday for Love" at the Latin Quarter. Ray, belting out 15 numbers in rapid succession, still retains his dynamic and most energetic style that has the audience sweating with him. The slim

—almost frail looking—belter with the big voice, when standing pigeon toed and putting all the feeling he can muster into the song, presents a boyishly earnest picture which is snapped up by all eyes. Leading off with "Taking a Chance on Love" and including his past hits such as "Walkin' My Baby Back Home," "Just Walkin' in the Rain," "Little White Cloud," "Cry," and his rocking,

socking "I'm Gonna Walk and Talk With My Lord," Ray presents a well-balanced program. Tho all tunes were handled well by the artist, other standouts were "Tonight, Josephine, Tonight" and "Such a Night." Noticeable among the missing were the tunes from his latest Columbia release "Lonely for a Letter" and "Endlessly." Herman Kapp, Ray's musical director, sits in on drums for the entire proceedings. All other acts in the production are hold-overs (see May 5 issue) but the Latin Quarter show still rates as the most lavish nitery entertainment in town. Tom Noonan.

MOTION PICTURE

'Indiscreet' Is Real Charmer

Indiscreet
Stars, Ingrid Bergman, Cary Grant. Producer-director, Stanley Donen. Title song, Sammy Cahn and James Van Heusen. Musical score, Richard Bennett with Ken Jones. Distrib, Warner Bros. Running time: 100 minutes. Reviewed at special screening.

The best romantic comedy of 1958 or perhaps many years is "Indiscreet," a suave, witty, warm tour-de-force by Ingrid Bergman and Cary Grant, who play together like the Lunts. Norman

Krasna has taken his own pedestrian play, "Kind Sir," and turned it into an adult scenario full of life, love and the pursuit of charm.

Not the least of the elements which sustain an irresistible mood of romance is the unusual musical score, built around the haunting Cahn-Van Heusen title song and steadily featuring fine piano by an unbilled soloist. It sweeps the audience along during the numerous important pantomime scenes which dot the high comedy

love affair of an actress and a NATO diplomat.

The ensemble music of Bergman, Grant and piano raises this kind of wedding to new heights and should send patrons right from the theater to the record store. Stanley Donen's direction deserves much of the credit, while the supporting cast is a big plus, especially Cecil Parker, Phyllis Calvert and Megs Jenkins.

The Technicolor production complements the pastel mood of the story, with eye-catching wardrobe for both men and women. The Roger Williams-Percy Faith disks should get a huge push from the favorable word-of-mouth this pic is bound to create—and vice-versa. Bob Bernstein.

REVIEWED IN BRIEF

Celeste Holm

Celeste Holm is holding forth at the Persian Room of the Hotel Plaza, N. Y., with an engaging, witty and original act patterned around the question: "What does a man want in a woman?" In answering, the artist runs the gamut of musical material and song types. Lyrics to several pop songs are parodied and she creates slapstick or serious moods with exceptionally smart phrasing.

One section of Miss Holm's routine calls for a medley that includes "I Remember It Well," "I'm in Love With the Honorable Mr. So-and-So" and "C'est TV," a clever take-off on "C'est Magnifique." It's a very amusing bit, while the finale is a sparkling treatment of "76 Trombones" that

has the thrush leading Ted Straeter's ork around the room, twirling a baton. She really keeps the unified act moving. (Cook)

Dinah Shore Show

Dinah Shore works better with other fem stars than any gal TV personality. Her show May 18 with Ginger Rogers and Ida Lupino was no exception. Miss Rogers, shapely, zestful and seemingly ageless, contributed a vivacious treatment of "New Fangled Tango" and later teamed up with La Shore for an amusing number about the difficulties of lining up tunes not featured on other TV stanzas the same week. (They finally settled for "Jingle Bells.")

Ida Lupino, displaying a surprising amount of song-savvy,

joined them on a special material ditty for the finale. Dinah, backed by her usual tastefully lavish production, sung several solos, of course including her latest record, "The Secret of Happiness." Comedy highspot of the show was provided by Elaine May and Mike Nichols. (Bundy)

Tony Scott

Tony Scott and his Quintet have been showing off some first-rate jazz at the Black Pearl, N. Y., setting a record as the first jazz group held over by the club two weeks in a row. This Scott combo rates four stars. Tony is superb both on clarinet and baritone sax. Kenny Burrell is a guitarist of great promise and Jimmy Knepper is one of the top cool bone men around. Sam Jones on bass and Paul Motian on drums complete the group. (Rolantz)

Elvis Acts, Songs Are Solid in 'King Creole'

By BOB BERNSTEIN

King Creole

Stars, Elvis Presley, Carolyn Jones. Director, Michael Curtiz. Producer, Hal Wallis for Paramount Pictures. Based on novel, "A Stone for Danny Fisher," by Harold Robbins. Songs by Jerry Leiber-Mike Stoller, Sid Wayne-Abner Silver, Al Woods-Kay Twomey, Fred Weiss-Ben Weisman, Aaron Schroder-Martin Kalmanoff, Claude De Metrius, Sid Tepper-Ray C. Bennett. Running time: 116 minutes.

Elvis Presley's new film shapes up as a box-office winner. It's got plenty of action and characterization and the star gives his best acting performance to date. It's also got a dozen solid songs headed for coin which, like the scenario, are designed to please even those cool to Elvis.

"King Creole" takes its name from a New Orleans nitery where success as a singer come to Danny Fisher, a rebellious young man on the verge of becoming a hood. Incidents and characters of the original novel are distorted, but the plot stands up well and the dialog is salty and emotion-packed. As Danny, Presley exhibits improved histrionics and provides many moving and tense moments. Carolyn Jones is a knockout as a fallen thrush who would like to love him; their aborted romance gives the pic its finest scenes.

Best of the tunes are "Young Dreams" and "Dixieland Rock," (Schroeder-Kalmanoff) "Hard Headed Woman," (De Metrius) and "As Long as I Have You," (Weiss-Weisman), most being nicely justified by the scenario. Presley sings them (and seven others) with verve and welcome variations of style against brass backing unusual for him. Liliane Montevecchi, as a stripper at the King Creole, sells a delightful Tepper-Bennett novelty called "Banana." The only music that doesn't come off is a group of street calls, in which Presley joins vendors, which are so refined as to be ridiculous.

The supporting cast is very effective, especially Dean Jagger, as Danny's stubborn father; Dolores Hart, as a waitress in love with the errant lad, and Walter Matthau, as top mobster.

Vanguard Customers Acclaim O'Day Still the Greatest

By BOB ROLONTZ

Anita O'Day at the Village Vanguard, Greenwich Village, New York, May 20.

Anita O'Day is back. And by back this reviewer means more than back at the Vanguard in New York. She is back again as the top jazz singer in the business, giving out with stylish and dazzling renditions of standards in a manner that will please and delight the fans that acclaimed her years ago with the Krupa and Kenton orks. This is Anita, the leader of them all, the jazz innovator who sparked the whole modern trend among gal jazz vocalists and in spite of many, many imitators is still the queen.

That the word is out that Anita has reached a new peak in her long career is apparent from the crowds she is pulling into Max Gordon's downtown showcase. She isn't only packing them in on weekends, but pulling crowds on week nights as well. The wily Max has already extended her engagement another two weeks, and there is a rumor that Joe Glaser will book the thrush as a package with another top act to play concerts. Well he might, for Anita looks great, sings great and does a fine job of leading her combo, consisting of Jimmy Jones on piano, Whitey Mitchell on bass and John Poole on drums, on every tune. Her repertoire includes "Have You Met Miss Jones," "A Nightingale Sang in Berkeley Square," "The Way You Look Tonight," "Old Devil Moon" and "You Turned the Tables on Me." Up-tempoed or sweetened, on every song she showed off the timing, turns and tone that make her again the end.

Along with Anita O'Day the Village boite is presenting the Mose Allison Trio with Allison on piano, Addison Farmer on bass and Ronnie Free on drums.

Clara Ward Family Spots Dot Disk Show at Town Hall

By REN GREVATT

Jazz Concert, sponsored by Dot Records and Downbeat Mag. Town Hall, New York, Friday (16).

It was a big, almost impromptu recording bash and the studio was venerable Town Hall. Dot Records and Downbeat magazine assembled the talent, WNEW deejay Jack Lazare promoted the session heavily for a couple of days prior to the event and thereupon emceed the show; and the hot indie recording man, Rudy Van Gelder sat on stage left with the headphones behind a mass of tape machines and associated equipment.

Manny Albam's big band opened with a couple of fine originals by Albam, tho the ensemble blowing showed some signs of lack of rehearsal. Standouts on solos were Gene Quill and Al Cohn on saxes, Frank Rehack and Jim Doll on trombones and Bernie Glow on trumpet. The almost inevitable Osie Johnson and Milt Hinton handled drums and bass in their usual swinging style.

By all odds, the standout attraction was Clara Ward and her family of singers who shook the rafters with a pounding, incisive reading of "Somebody Bigger Than You and I." Then, after a rather slow start, Tony Scott got some beautifully ethereal tones from his clarinet, later switching to an adept baritone sax reading of "Scrapple From the Apple." Steve Allen added some good, handclapping blues piano to the affair and also worked with Georgie Auld on "Rose Room."

Don Eliot performed on his variety of instruments with Hal McCusick on bass clarinet to somewhat less effect, while desuer (dissertator) Ken Rondine spoke off the cuff on a variety of far-out subjects to jazz backing.

MONAURAL STILL KEY TO BIZ, SAYS COL. EXEC

NEW YORK — "There is not now, nor will there be for a long time to come a volume stereo disk market," was the comment made this week by Bill Gallagher, newly appointed sales chief for the Columbia Records. The comment was made apropos the firm's forthcoming introduction of stereo records, and their effect on the monaural LP market. The feeling of the Columbia sales chief is that "The stereophonic disk is merely a refinement of the standard LP, and that its introduction to the market will not bring about an over-night revolution for either the

consumer or the dealer." Gallagher noted that by fall Columbia will have a full line of stereo disks and the Columbia phonograph division will have stereo phonographs on the market. But he points out that the dealer must depend for the bulk of his sales on the monaural LP for this coming season and many to follow. He notes that the introduction of the LP record 10 years ago was a "much more revolutionary step than is the stereo disk of 1958." Yet . . . it took 10 years to render the 78 r.p.m. disk obsolete . . . and the 78 r.p.m. record had both the 45 and the LP pushing it down the road to oblivion.

Gallagher also said that the stereo disk will be a more expensive item than the LP and will require new stereo equipment. The sales chief felt the new season could be faced with confidence and security by dealers, and that the monaural LP market would continue to be the all important dollar volume market, and he does not expect it to be disrupted or diminished by the introduction of stereo disks. In fact he felt that the stereo disk's introduction will help all sales of records.

Gallagher mentioned that the dealer will be the key man in the sale of stereo disks in that only the dealer will be able to explain and demonstrate the new product. "The dealer is now an indispensable link between the product and the public." Customers must be informed that their current record collections and phonographs are not suddenly obsolete, and that an inexpensive stereo cartridge is all that is needed to bring any set up to date.

In his comments the Columbia sales boss said that stereo records should be merchandised in the same way by dealers as they sell stereo tape and tape recorders to the public. The dealer should emphasize to the consumer that stereo disks are a supplement to the present LP catalog, not a substitution. He also said that not everything would be issued on stereo disks as according to most engineers not everything is adaptable to stereo presentation. Thus Columbia will only issue stereo disks on repertoire that lends itself to multi-channel reproduction.

World Wide's Jazz Stereo to List at \$5.95

NEWARK, N. J. — New stereo disk releases of World Wide Records will list at \$5.95, according to word received from Savoy Records, of which World Wide is a separate wing.

Initial release of five sets includes a package featuring Coleman Hawkins with the sax section of the Count Basie band; "The Soul of Jazz," with Bill Harris, Pepper Adams, Ed Costa, Art Taylor, George Duvivier and others; "The Spirit of Charlie Parker," with the three flutes of Frank West, Bobby Jasper and Seldon Powell; "Dixieland New York," with Buster Bailey, Vic Dickerson, Emmett Berry, Red Richards and Al Lucas; and "Dance of the Bull Fighters," with bull ring music by Antonio Tain and his andilerros.

Herman Lubinsky, the label's chief, said he is franchising, for the most part, an entirely separate network of distributors for the new label. He is also insisting that all distributors have suitable equipment on which to demonstrate the records, "or they won't get the records."

Lubinsky, who has blossomed into quite an engineer, deprecates "gimmick" stereo. "We have found," says the Newark mahoff, "that if the geometric tangent of the cartridge and arm isn't 100 per cent on the inner periphery or band, there will be distortion."

Diskery Firms Discuss Board On Demo Costs

NEW YORK — Representatives of several major labels and indies — including RCA Victor, Capitol, Columbia, Dot, Imperial and others — met here last Monday (19) at the Record Industry Association of America headquarters to discuss setting up a fact-finding board for the record industry.

One of the board's key purposes reportedly would be to attempt to unify American Federation of Musicians rulings on demo records. Present AFM policy on demos differs in some cities.

Columbia and New York Universities were mentioned as possible prospects for putting the fact-finding board into operation, but no conclusions on the subject were reached by the group. RIAA officials could not be reached for comment on the meet.

Maybelle Ours, Says Savoy

NEWARK, N. J. — Last week's reported signing of rhythm and blues star Big Maybelle by Vanguard Records has produced swift action by Savoy Records, which claims to have a contract with the singer.

"We told them we would enjoin and sue for damages if they go ahead with recording plans," said Savoy chief, Herman Lubinsky. "We have a binding contract with her." Lubinsky said Maybelle had received a substantial advance at the time she signed a renewal contract.

Reached for comment, Paul Kern attorney for Vanguard, indicated that Savoy had been asked to produce the contract as support for the claim, since the singer had said she had no contract with Savoy.

"We'll wait a reasonable time for them to show us the evidence," said Kern.

Savoy's attorney, Benjamin Starr, said: "She certainly does have a contract with Savoy and it will be produced in good time for them to see."

Philly and N. Y. Symphonies Get Raves in Europe, Americas

NEW YORK — Two of America's great musical organizations, the Philadelphia Orchestra and the New York Philharmonic are fracturing audiences throughout the world. The Philadelphia Orchestra, now on a European trek, and the Philharmonic, playing South America, have them standing in the

aisles, playing before overflow audiences at every concert. Moreover, both organizations are the subject of rave reviews wherever they perform.

The Philadelphians under Eugene Ormandy were the "toast of Bucharest" last week, with two enthusiastically received concerts in the Rumanian capitol. One thousand people crowded into the Bucharest Atheneum, but 10,000 more had tried to buy tickets. In order to accommodate disappointed ticket hunters the Bucharest radio broadcast both concerts in the entirety, including the encores, the cheering, et al. The Philadelphia's concerts in Bucharest were given last Tuesday (20). Last Saturday they performed in Kiev, the Ukrainian capital.

Meanwhile, in Santiago, Chile, Leonard Bernstein and the Philharmonic performed before a sold-out house at the Astor Theater there. Here, too, 2,000 customers jammed themselves into the theater and many more tried to buy tickets. The orchestra's performance was received with unbridled enthusiasm, and Bernstein's conducting was highly praised.

Disk, Instrument Sales Increase

WASHINGTON — Americans bought more phonograph records and musical instruments during the first quarter of this year than the same time a year ago, but bought fewer radio and television sets and phonographs, according to Internal Revenue Service. They also visited more cabarets and played more coin-operated gaming devices than in the first quarter of 1957.

According to a report on excise collections issued by Internal Revenue Service last week (23), phonograph records yielded \$5,247,000 to the federal coffer in the first quarter of this year. Yield for the same period last year was \$4,635,000—\$612,000 less.

Excise on musical instruments netted Uncle Sam \$4,492,000 during the first four months of this year, \$61,000 more than during the same period a year earlier. On the other hand, excise on radio and television sets, phonographs and components dropped \$548,000.

Levy on cabaret and roof garden admissions jumped \$205,000 to a total of \$10,761,000 for the first quarter of 1958. Admission tax to theaters and concerts was set at \$10,784,000, a drop of \$454,000 from the first quarter of 1957.

Excise on coin-operated gaming devices netted Uncle Sam \$339,000 during the first four months of this year—an increase of \$171,000 from the same period a year earlier. Levy on coin-operated amusement devices, however, dropped \$66,000 to a total of \$184,000 for the same period.

Levy on bowling alleys and pool tables totaled \$114,000 during 1958's first quarter, an increase of \$2,000 from the same period last year.

Successor to Petrillo on AFM Agenda

NEW YORK — Delegates from the many locals of the American Federation of Musicians will make the trek to Philadelphia starting this weekend for the annual meeting of the AFM to elect a new president of the organization. Who will take over the baton from retiring prey James C. Petrillo is still in doubt. Few place any credence in the idea that Petrillo would accept another term of office unless the "draft" was overwhelming.

Names mentioned most prominently so far as possible successors include Al Manuti, of Local 802, New York, and Charles Bagley, Federation vice-president. Mentioned as a possible dark horse is Herman Kenin, of the Seattle local. Kenin is familiar with all Federation matters, not only at the domestic level but with regard to broad international problems.

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BALANCED PROGRAMMING



STAND-UP D.J.'s: WPTR, Albany's Duncan Mounsey (right), manager, confers with d.j.-program boss Paul Flanagan. Station's jocks do their shows standing up at mike.

Indie Matches DJ's To Survey Tastes

By CHARLES SINCLAIR

"Radio today," says Duncan Mounsey, the 37-year-old executive vice-president and manager of Albany's WPTR, a 50,000-watt serving upstate New York and New England, "has developed a new, exciting 'sound' out of the modern-style music it airs."

Under Mounsey's aggressive direction, WPTR—which left its network affiliation a year ago to become an indie with strong emphasis on recorded music—has developed a number of other things as well.

In the past year, it has climbed from seventh place in a field of seven major radio outlets in the Albany-Troy-Schenectady area. Now WPTR is pulling as much as 45 per cent of the available radio homes. National spot business on the station is up 400 per cent, and local spot is up 500 per cent.

Mounsey and WPTR have achieved their own brand of "balanced programming" on a musical base. But, as the young executive points out, "it's only a base—we play the leading popular music of the day, but we blend it with plenty of programming originality, lots of community service features, and hourly news."

Heart of WPTR's musical program structure are the station's "Fabulous Five" deejays, and a local survey operation—quizzing some 1,540 housewives weekly, plus phone and mail record requests solicited by the jocks—to determine local record tastes.

The real secret of the station's rapid climb in popularity can be most easily traced to a careful matching of three elements—(1) the personality and appeal of the individual star deejays, (2) the recorded music being featured at any given hour, and (3) the makeup and composition of the station's audience throught the day and night.

Formula at Work

Here's how a typical weekday develops in the WPTR radio schedule:

MORNING—Paul Flanagan, who doubles in brass as the station's program chief, leads off the parade with a cheerful morning show, from 6-9 a.m., featuring plenty of "wake-up" music and such special attractions as the station's new musical I. D.'s. Flanagan's 6-9 a.m. showcase is followed by a 9-11:30 a.m. show featuring "Wild Bill" Hickok, who eases up the musical pace to play new and old hit records surveying proves will go over well with housewife listeners. From 11:30 a.m. to 1 p.m., deejay Jack Spector comes on with a bright platter show aimed at noon-hour family audiences, factory workers, and the luncheon trade.

AFTERNOON—At 1 p.m., Hickok is back with more of his relaxed "Housewives Hit Parade," various "Golden Record" hits, and nostalgic pop favorites. Flanagan returns from 3-6 p.m. with the "Afternoon Ballroom," designed to catch the after-school youngsters and family heads driving home.

NIGHT—Spector, the luncheon specialist, is back in the 6-9:30 p.m. supper period with a somewhat similar session featuring record requests. At 9:30 p.m., Norm Jordan takes over the reins for a late-night platter show tailored to adult tastes until 12:30 a.m., when Gene O'Haire comes on with an all-night record show featuring the station's "Top 31" record choices.

"We give listeners what they want—at a time they want it," says WPTR's Mounsey.

WESTERN HERO MUST STAY PURE

HOLLYWOOD — Good guys in Westerns are still good guys, even with a TV-to-movies switch.

Producer Walter Mirisch, who releases features and TV films via United Artists, wanted actor Harry Lauter for a hard-boiled villainous-type role in "The Bat Masterson Story."

But a howl went up from producers of "The Texas Rangers," vidfilm series in which Lauter is the clean-cut, law-abiding hero.

Bowing to the inevitable, Mirisch pulled a switch in the story. Now, Lauter will portray Ed Masterson, Bat's brother, who is the marshal of Dodge City.

Telestar Sets Syndicated Music Series

NEW YORK—Plans for the first syndicated television musical series to be launched by a telefilm company in several seasons were revealed last week by Telestar Films' Executive V.P. David Savage, as part of a line-up of three half-hour properties due to roll in production within the next three months.

According to Savage, the music series will be filmed on the West Coast, and will feature "names in the music and recording fields." The other two vidfilm entries are a location-lensed adventure series and documentary package. All are being geared for fall sales.

Telestars is also handling five rerun properties in syndicated sales, plus "White Hunter."

Calls Deejays A Gamble as Newscasters

CHESHIRE, Conn. — Deejays may be fine at twirling platters, but they do not necessarily make good newscasters.

That's the considered opinion of Sig Mickelson, a v.p. of CBS, Inc., and general manager of CBS News, who sounded off on the topic of radio-TV newsmen to the Connecticut Broadcasters' Association annual meeting here last Friday (23).

"There are still too many stations relying on ex-disk jockeys, former saxophone players or inexperienced recent college graduates to provide a quality news service," he said.

While praising many stations for "doing a superb job of covering the news," Mickelson added that, in his opinion, "the first essential for free and equal—or better yet, superior—news is improved personnel."

CBS Unveils New Oratorio

NEW YORK—First public presentation of a new oratorio, "The Invisible Fire," took place yesterday (25) on CBS-TV, as an hour-long musical "special."

Alfredo Antonini conducted the orchestra, with Elinor Ross, Gladys Kriese, William Lewis and Morley Meredith as soloists in the premiere of the new religious work, commissioned by the National Methodist Student Movement and the Department of Worship and the

Music in Afternoon Stepped Up by CBS

NEW YORK — CBS Radio is stepping up the musical pace of its afternoon scheduling, effective the middle of next month, with the expanding of its daily "The Best in Music" series to a two-hour job.

Axed on "Best" are Raymond Scott and Dorothy Collins, with web program chief Howard Barnes remarking that the face-lift "will afford the network an opportunity to showcase more new talent."

Revamped show will follow the 1:00 p.m. newscast on the web, stopping at 2:55 p.m. for the capsule "Ford Road Show." Monday and Tuesday segments of "The Best in Music" will feature Alfredo Antonini with a boy and girl singer, as yet unnamed, with the Antonini ork backing yet another pair of new vocalists.

Wednesday and Thursday segments will feature the perennial "Summer in St. Louis" pickups and a Stu Foster vocal showcase, re-

spectively. All changes are effective as of June 15.

Meanwhile, Tennessee Ernie Ford is slated for a return to CBS Radio on June 2 for the 5:05-5:20 p.m. "Ford Road Show," sponsored by Ford Motor Company. Singers Doris Drew and Molly Bee will alternate as vocalists, with Jack Fascinato wielding the baton. During the kickoff week, Miyoshi Umeki, Oscar-winning "Sayonara" thrush, and rockabilly singer Randy Soarks will be featured guests.

Arthur Godfrey, who started the series last September, recently begged off the assignment because of heavy schedules. Other "Road Show" segments—there are 21 a week—feature Bing Crosby and Rosemary Clooney.

Teener Show To Get Novel 'Road Tryout'

PROVIDENCE — A new version of the "out-of-town try-out" is about to be tested here on a teenage-slanted record pantomime show called "Rucker's Rumpus Room."

Package has been shaped by Rucker, Bonow and Oakley-Pyle productions, a new firm in the field for syndication to local outlets. It will get its TV shakedown on May 30 on WJAR-TV, the NBC affiliate in Providence.

Built around a standing cast of nine, the show is aiming for what amounts to a "TV road tour" in which it will play a New York outlet (not yet set), and then play three or four adjacent TV markets on consecutive nights, thus carving up production costs of the musical show among several outlets.

SCOREBOARD ON TV FALL PLANS

Bought

"Rawhide," Western starring Eric Fleming and country singer Sheb Wooley, CBS-TV, Mondays, 7:30-8:30 p.m.

"Man of Tallahassee," adventure series from Screen Gems, NBC-TV, Saturdays, 9:30-10:30 p.m.

"Desilu Playhouse," dramatic anthology, CBS, Mondays, 10-11 p.m., sponsored by Westinghouse.

"Pete Gunn," adventure starring Craig Stevens and Lola Albright, NBC, Mondays 9-9:30 p.m., sponsored by Bristol-Myers.

"Ann Sothern Show," comedy, CBS, Mondays, 9:30-10 p.m., sponsored by General Foods.

Renewed

"Zorro," ABC-TV, Thursdays, 8-8:30 p.m., sponsored by Seven-Up and AC Spark Plug.

"Alcoa Theater" and "Good-year Theater," NBC, Mondays, 9:30-10 p.m., alternating.

"Voice of Firestone," ABC, Mondays, 9-9:30 p.m., with new format stressing pop classics and semi-classical, sponsored by Firestone Tire & Rubber.

"Real McCoys," comedy, ABC, Thursdays, 8:30-9 p.m., sponsored by Sylvania Electric.

Canceled

"Studio One," CBS, Mondays, 10-11 p.m., Westinghouse.

"Burns and Allen," CBS, Mondays, 8-8:30 p.m., Carnation Milk and General Mills.

Bleyer Shifts Foreign Set-Up For Cadence

NEW YORK — Cadence Records has re-aligned its foreign distribution, following the recent visit abroad by label's prexy, Archie Bleyer.

Heretofore British Decca had handled the label everywhere in the world but Canada, South America and, of course, the U. S. Under the new plan, British Decca will only distribute Cadence wax in Great Britain and the British Commonwealth, while Deutsche Gramofon will handle the label on the European continent, the Scandinavian countries and the Middle East.

Cadence is distributed in Canada by Compo, Ltd., with whom Bleyer recently signed a new exclusive contract.

Pay TV Trial Folds in Okla.

BARTLESVILLE, Okla. — Pay TV suffers a set-back June 6 when Video Independent Theaters junks its trial toll system here. After nine months of operation in the red, despite a steady rise in subscribers Video execs admit to "a number of mistakes in the pioneering efforts."

They'll resume pay TV, they say, when "an adequate meter is manufactured" to fulfill the public's desire to "select and pay for entertainment as it is received" rather than by monthly subscription. The brass feels it's a must to broaden the offerings to include "sports, educational, artistic and music presentations."

Devejian Appointed

NEW YORK—The County Box and Album Company, manufacturer of albums and LP jackets, this week appointed Kevork K. Devejian as sales manager of the firm. Appointment was made by Tom Puleo, head of the box firm. Kev Devejian was formerly with the Modern Album and Finishing Company.

Arts of the National Council of Churches.

Dealing with the conversion of John Wesley, the libretto was penned by Tom Driver and the music by Cecil Effinger. No recording of the work for the consumer market has been announced.

One in a Series of Industry Personality Statements



ELVIS PRESLEY . . .

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THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY.



VOX JOX

By JUNE BUNDY

SHOP HOP TALK: Dave Maynard, WBZ-TV, Boston, has a new contest gimmick which is both educational and entertaining on his Saturday afternoon "Record Shop Hop." Tagged the "Record Shop Hop Talk Contest," the stunt calls for Maynard to ask teen-agers to make up a phrase that vividly and uniquely describes a common and often over-used word. For instance, when he assigned the word "wonderful" to a young lad, latter came with the phrase "a real blast and half," thereby winning a hi-fi portable phono.

CHANGE OF THEME:

Bob Drews, formerly with KOIL, Omaha, has joined WAMP, Pittsburgh. He pilots the station's 6:30 to 9:30 a.m. "Radio Clock" program. . . . Henry W. Simmen will leave his post June 1 as an account exec at WNEW, New York, to become general manager of WHK, Cleveland. . . . Harry Birrell is leaving WNOE, New Orleans, to join KCBO, San

Diego, Calif. Birrell notes that his contract with the Bartell station "stipulates time off to attend next year's disk jockey convention.

P. Howard Eicher named veepee and general manager of WSAI, Cincinnati. . . . Mike Laurence has left WITH; Baltimore, to take over a Monday thru Friday spot on WPIK, Washington. At the same time he will double as emcee on the "Best Sellers" show on weekends over WMGM, New York. . . . Sidney Gaby has resigned as assistant program director of WNEW, New York, to become program director of WGR, Buffalo.

Lee Coffee, who formerly conducted "Morning Watch" over WIBV, Belleville, Ill., has been appointed to the newly created post of promotion manager. He will also pilot a disk show over WIBV from 1:30 to 4 p.m. across the board. New "Morning Watch" emcee is Jay Giles. . . . Dick

Haynes, who left KLAC, Los Angeles, earlier this year after 12 years with the outlet, has joined country and western station, KXLA, Pasadena, Calif. He is heard from 2:30 to 5:30 p.m. across the board.

"Good music" and news will be aired over KTRH, Houston, from 5 a.m. to 1 p.m. under a new format devised by General Manager Bill Bryan. Tim Osborne will preside over a program "featuring happy adult music" from 10 a.m. to 12:30 p.m. . . . Dick Gottlieb has moved to KPRC, Houston, where he spins 'em on a mid-morning show Monday thru Friday.

Country music jockey Mack Sanders, KFBI, and KFH, Wichita, Kan., will be owner-operator of a new Wichita station, KSIR, scheduled to start broadcasting in mid-June. The new outlet will feature both Western and pop music, and Sanders is currently building its disk library. He will

(Continued on page 41)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Like it's no secret that the trade is primarily occupied these days with the subject of bought masters. The independent producer has come into his own, they say, with those hot chunks of wax out of left field which promptly set the world on fire and become smash hits. It would be interesting to know just how many of the high-priced masters come thru for the purchasers. Sometimes the whole situation looks like the same one your run across in the third or fourth race at a track, where they have maybe a dozen nags, all platers, going down the chute, all of them with untried backgrounds. How do you pick them? The gamble must be even greater in the frantic business of buying masters.

Some weeks ago, it was noted that the four majors were in the middle of a comeback on the singles charts. Some attributed this to the fact that "the majors must

be learning a few things about wheeling and dealing from the indies." The majors were getting back in the race by adopting the techniques of buying disks from producers all over the place.

But the current edition of The Billboard best selling singles charts belies these statements. That the majors are coming back in a swinging manner is not to be denied. Between them this week, the four have a total of 16 records on the charts. But the interesting point is that of those 16, only two, Ed Townsend's "For Your Love," on Capitol, and Don Gibson's "Oh, Lonesome Me," on Victor, were purchased masters.

In fact, it might also be said that of the top 50 records in the chart this week, only four are known to be of the bought variety. These would be, in addition to the pair

mentioned, Link Wray with "Rumble" on Cadence, and "Billy" by Kathy Linden on Felsted. ABC-Paramount, one of the prime buyers of masters in the past, has one disk on the charts currently. It is not a purchased master.

By contrast, in fact, the current charts are sporting comebacks by several established, tho recently very cold artists. This despite the fact that they used to say that there was nothing deader than a cooled-off disk artist. The Platters, Dean Martin, Bill Haley, the McGuire Sisters and Columbia's colorful cat, Mitch Miller, all had, let us say, a cold spell. All are on the charts today. On the other hand, Decca's Toni Arden, who never had a really big hit, is also on the chart this week with "Padre."

The changing chart tides also show the interesting pat-

(Continued on page 46)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Deems Taylor, Lucy Monroe and the Ray Charles Singers backed Paul Taubman's proposed revision of "The Star Spangled Banner" at a Congressional hearing in Washington May 21. A House subcommittee heard the original old English air on which the anthem was based and the new version and will make its recommendations on the Zelenko bill favoring the change this week. A total of 18 notes lowered in the bridge of the tune and a standardization of words in the second and third verses may result.

The Ed Sullivan show marks its 10th anniversary on CBS-TV June 22 and looks to be video's oldest series remaining next season. The first show to turn cameras on an audience, the first to use split screen and the first to telecast outside a studio, the variety stanza has presented 5,500 acts to date for TV's biggest service to talent.

BROADCAST NOTES: Walter Pidgeon returned to crooning and hoofing for the first time in 25

years on the Chevy Show, NBC, last night (25). . . . "Eye on New York" will repeat its straw hat circuit stanza on CBS-TV. The summer stock analysis, emceed by Bill Leonard, was first thought to be of interest only to Eastern markets, but requests are proving differently. . . . Gretchen Wyler, Bob Crosby and Helen O'Connell, are the regulars who'll do summer duty for Perry Como. . . . Best kept secret in the industry: talent negotiations for the Irving Berlin tribute next fall.

THE DOTTED LINE: The Metopera board of directors has elected Roger L. Stevens, prominent realtor and legit producer, and Robert Lehman, banker and art collector. . . . John Wayne's son, Pat 18, gets his first starring role in C. V. Whitney's forthcoming "Young Land." . . . "A Night With Sinatra," L. A. hospital benefit July 2, will include a concert by the singer and the premiere of his new pic "Kings Go Forth." . . . Rowan and Martin have signed for four

hour-long NBC summer telecasts and a Mocambo stint in Hollywood starting June 10.

Ted Fetter named a veepee at ABC, continuing as program director and resuming on the side his songwriting, which produced "Taking a Chance on Love," "Yours for a Song" and the theme tune of the New York World's Fair. . . . The famed Tuskegee Institute Choir leaves the concert circuit to play Radio City Music Hall, New York, beginning May 29. . . . Paul Hampton, senior at Dartmouth University, has a big month: Famous Music signed him as a writer, Columbia Records signed him as a singer and Columbia Pictures signed him to act in "Senior Prom." . . . Don Elliott is waxing an educational jazz album for youngsters on RCA Victor to tie in with NBC's "Subject Is Jazz" teleseries. . . . New York sees its first zarzuela (Spanish operetta) in October, when "La Chulapona" opens at the Greenwich Mews Theater. Music is by Federico Torroba, English lyrics by the Metopera's John Gutman.

MUSIC AS WRITTEN

By BOB ROLONTZ

STUDENTS TO GET AEM ACCOLADES

The American Guild of Musical Artists, (AGMA) will present outstanding music students in colleges and graduate schools with awards of special recognition. The union will grant winning students union membership when they start professional careers in the fields of opera, ballet, concert and choral singing. Institutions co-operating with AGMA are the Julliard School of Music, New England Conservatory, University of Michigan, University of Texas, Colorado College, University of Arizona, University of Miami School of Music, Western Kentucky State College and many others.

SURINACH CONCERTO COMMISSIONED

G. Ricordi and Company, the standard and opera publishing firm, have commissioned Carlos Surinach to write a Concerto for Orchestra. The publishing firm has acquired from Surinach two Series of Songs for soprano and orchestra, dedicated to Victoria de los Angeles, who will perform them during the coming season, both in the United States and abroad.

PRINCE HITS TRIPLE THREAT STRIDE

Bob Prince, who produces records for a.&t.r. head for Harmony Records, Columbia's low price LP line, is fast becoming a triple threat man. In addition to being an a.&t.r. man, Prince penned some experimental jazz works for the Columbia Records' "What's New" set. Now he has been commissioned to create a jazz ballet for inclusion in Jerome Robbins "Dance U. S. A." show which will be staged in Spotleto, Italy's, "Festival of Two Worlds" in June, and at the Brussels World's Fair in July.

WARING OUTING JULY 8

The 16th annual song pluggers outing at the Fred Waring Country Club, Shawnee on the Delaware, will be held this year on Tuesday, July 8. Invitations to song pluggers, and all others who usually attend are in the mail right now. There will be, in addition to golf, et al., a show, and a few card tricks.

BUY IT - OR TAKE IT!

The lack of understanding of the function of a reviewer on the part of some night club owners and press agents was evident again this week when the Copacabana barred a Variety reporter from the club because he came up with an unfavorable review of warbler Johnny Mathis, now appearing there. The reasoning behind the ban appears to be that any performer who appears at the Copacabana should be reviewed favorably or not at all. This, of course, destroys the function of a critic as well as his honesty, and obviously offers no help to the act at all. If all the Copa management wants on the part of reviewers is back-slapping then they should hire their own reviewers, pay them for the review and buy space to insert the review in an advertisement.

NILES SNARES CLEFFING PRIZE

Duke Niles, sartorial pace setter of the publishing set, has secured a prize score. His publishing firm, Rayven Music, which is the U. S. branch of the Ray Ventura European pubberies, is handling the music of the internationally famous Francoise Sagan ballet "Broken Date." Score was penned by Michael Magne, one of the members of France's so called "beat generation." The score, according to the publisher is in the modern vein, a good prospect for jazz interpretation.

New York

Benny Goodman will intro Andre Previn's new composition, "Brussels Briefing," at the Brussels World's Fair the end of May. . . . Howard Lerner, advertising and publicity director of Mills Music, became the father of a daughter, Nancy Anne, last week. . . . Bob Bernstein, of The Billboard music staff, became the father of a boy, Douglas, last week. . . . Jay Frank Kyle was appointed sales manager of the East Coast region for Epic Records last week. . . . Abbott Lutz, sales manager of Seeco Records, hit the road for the label for two weeks. . . . Thelonious Monk was signed to a new long-term pact by Riverside Records. . . . Century Records has signed the Tune Tailors to a long-term pact. . . . Ralph Gleason, jazz buff, writer, editor, reporter, etc., is the editor of a new jazz quarterly named simply "Jazz."

Hollywood

Barney Sorkin, Coast society ork leader, was contracted to play at the Michele Meyers-David William Florence wedding in Rye, N. Y., next week (May 31). Sorkin and his 12-man ork are being flown to and from the one-nighter at the Brookside estate of Mrs. Jean Flagler Mathews. . . .

The American Society of Musical arrangers appointed Beverly Hills attorney, Seymour M. Lazar, as its general counsel. Functions will include: To obtain recognition for arrangers under existing and new copyright laws, to testify before Congress on the enactment of any news bills pertaining to arranger's professional and financial interests. . . . Ivy Benson and all-girl orchestra (the Phil Spitalny of England), was signed by executive producer Irving Allen to make their pix debut in "The Man Inside," Jack Palance-Anita Ekberg starrer for Warwick Productions. . . . For foreign release only: Rusty Draper has recorded "Zorro" for Mercury Records for overseas sale only. Feeling the record will move strongly in foreign markets, and since it has already been released here on other labels, Mercury will ship the Draper disk into England, Germany, Australia, Sweden, Norway, Denmark, Canada and South Africa.

Francis (Scotty) Scott, in charge of producing Cap's packages was the proud producer of a non-disk package last week. His wife, the former Margaret Fitts, gave birth to their first child, a daughter, Maria Margaret, weighing in at six pounds three ounces.

MGM Records

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YA YA

and

MY GOODNESS

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ART MOONEY

and His Orchestra and Chorus

SOMETHING'S ALWAYS HAPPENING ON THE RIVER

(from the Broadway musical "SAY DARLING")

K12649

MORTY CRAFT

and His Orchestra and Chorus

LONG LEGGED LADIES OF LABRADOR

K12648

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Stereo Wax, Tapes Dominate Chi Show

• Continued from page 1

cial deal for setting up parts distributors as disk jobbers.

Low-priced labels like Crown and Somerset are distinguished by their aggressiveness in seeking new outlets for their products. Their attitude seems to be—if you have traffic, you can sell records. Crown's object in exhibiting is to set up parts distributors as rack operators. To this end they created three different deals involving racks or "dump" displays for the jobbers.

Somerset debuted their new stereo disk line set to retail at \$2.98. The label reasoned that, while the parts jobbers are handling stereo equipment, they might also be able to do a job with a low-price stereo disk line. Both Crown and Somerset reported that they were writing plenty of business and were more than pleased with the reception given their lines.

In the case of Hallmark, their disks were regarded as an essential adjunct to their new stereoplaying equipment. The firm is one of the first to have introduced a line of stereo players. The Parts Show is one more stop on a promotional junket begun about a month ago.

New Hi-Fi Package Sets

Many manufacturers of complete high-fidelity packaged sets were on hand with new stereo disk reproducing systems. For the most part, the firm's reputations have long been established with the parts jobber because they have been producing high-fidelity components for some time. Typical of these manufacturers are Pilot, V-M Corporation and Granco.

Both Pilot and Granco are showing stereo consoles. V-M's most important addition to their line is the Model 1201, four-speed "Stere-O-Matic" changer. The firm uses four different cartridges in various models and offers the user a choice of either ceramic or magnetic types. The basic unit will list at \$50.

G-E Highlight

General Electric provided one of the show's highlights with the introduction of their stereo cartridges. The diamond version is tagged at \$23.95 while the sapphire counterpart will list at \$16.95. The unit will be available in August.

G-E also showed other additions to their line. These include a bass speaker system kit, a bookshelf bass speaker system, stereo tone arm and a "stereo classic" equipment cabinet.

Another major component line with emphasis on stereo is Stromberg-Carlson's. The firm showed a compact, highly styled two-channel amplifier to retail for \$119.95. Other items specifically designed for stereo reproduction are their "Stereo-Twin" eight-inch speakers and the "Autospeed" changer with stereo wiring. The units shown are part of a completely new and expanded component line.

Still another highlight of the show was the Stephens speaker exhibit. The firm drew a lot of attention because of a unique approach to the problem of providing speakers for stereo reproduction. The system consists of two small high-range speakers and a single low-range unit. Because the highs are very directional and the bass is non-directional, the firm reasons that the high-range speakers are the most essential in producing a stereo effect. Therefore, these are mounted with careful regard to stereo separation. The bass speaker can actually be anywhere in a given room. The effect is one of hearing the bass come from the small high-range speakers. The system is important because it eliminates the need for

HEARD OVER THE COUNTER

It's not always the customers who pull the boners. Lee Saner, salesman for Portem Distributing Company, was taking an order in a store recently when a customer asked for Ravel's Bolero. The owner of the shop made no effort to look for the record or reach for a catalog. He merely pointed to the back of the store and said, "Take a look in the rumba section—maybe you'll find it there!"

Just before Mother's Day a young high school girl asked a record clerk in a downtown Hartford shop, "Where do you keep your operatic areas?"

"I want to buy a nice classical piece for my wife's birthday."

"Well, how about a symphony by Beethoven or Tchaikovsky or . . ."

"Tchaikovsky! Yea, that's it. Give me one of his symphonies. I just remembered how much she liked his Pathetic one!"

An Italian ship captain who couldn't speak three words of English spent a few fruitless minutes with a record store owner who couldn't make himself understood. From the outside of the store it looked like they were playing a new version of charades. The captain was about to give up when suddenly he pulled out his wallet, showing the store owner a picture of his brother's family on a Southern plantation. Twenty minutes later the store owner had rung up a \$12 sale, and the captain had obtained his Stephen Foster albums.

Jokes about people who stutter are a dime a dozen, but Herb Rogalsky, of Stewart's Record Corporation, New York, tells of one such afflicted person who entered his store asking for . . . "Ba . . . Ba . . . Bar . . . Barber . . ." At first Herb wanted to tell him where the nearest barbershop was located but he held off, listened patiently and eventually sold that customer the complete "Barber of Seville!"

"I'm looking for an old one by Glenn Miller. I'm sure you don't have it!"

"What is it?—You never know!"

"No, but you're close—it's 'I Know Why!'"

And we have our sweet old lady with the flower in her hat asking for a long playing record of Artie Shaw. "But my nephew wants a particular one. The album has to include the number, 'Two Feet in the Grave!'"

MAIL ORDER OF THE MONTH—Please send one copy fast, the music album from the film "Gee Gee."

Must be with Lester Caron and the movie cast.

That's all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," Care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERNITZ.

two large speaker systems in getting a stereo effect.

Most observers, in comparing the '58 show with those of past years, consider this to be one of the liveliest jobber conclaves ever held. If that is true, it is due to one important factor—stereophonic disk reproduction and the promise it holds for making the fall and winter selling season an active one on the retail level.

HI-FI STRATEGY

Workshop Idea Sells Components

- "Use our tools and testing equipment for a dollar an hour," says Audio Workshop
- Idea lends itself to use as traffic builder for hi-fi salons everywhere

By RALPH FREAS

A new hi-fi outlet in New York is taking a different approach to component sales which, they feel, will inject new life into the business. Audio Workshop, 732 Broadway, offers facilities to electronic do-it-yourselfers who want to enjoy the benefits of constructing sound systems from kits but don't want to take any risks in the process.

According to Elliott Gordon and David Muirhead, partners in the firm, many people who would like to own good music systems are attached to do-it-yourself kits. But very often their interest is cooled for one or another reason.

Getting 'Em Started

"Some people," says Elliott Gordon, "have never used a soldering iron before. Because they don't understand how simple it is to use, they're afraid of it. Here, in our workshop, we teach them how to use the iron first. After they've made a couple of connections, they become quite proficient. You'd be surprised."

"And another thing," partner David Muirhead joins in, "some people are frightened of a schematic drawing. Actually, there's little or nothing involved in reading one. All they need is a minimum of direction and they've got it licked. That's where we come in. We give them that little push to help them overcome these simple problems, and they're able to do a first-rate job."

How They Profit

The partners profit in several ways. First of all, they earn the profit on the sales of the kit itself. Secondly, they collect \$1 an hour for the time spent by the customer in the Workshop. Third, they earn a straight profit on the sale of components the customer doesn't put together, such as cartridges and loudspeakers.

Included in the facilities offered at the Workshop is complete test equipment. This overcomes another objection many people have to purchasing a kit. Often they are afraid that after they have assembled an amplifier or a tuner, it won't work. At that point, they have to submit to additional charges by a serviceman to put the unit in operation, if indeed it will operate after adjustments are made.

The biggest expenditure in setting up the Workshop was for a long workbench. The partners

splurged on this. While they could have set up a perfectly good workbench of three-quarter-inch plywood, they felt it worthwhile to have a more solid, custom-made bench installed. It cost about \$75. Every few feet there is an a.c. receptacle with room for four plugs, and there are swivel lamps to hold customer eye-strain to a minimum.

Looking for Lines

At present, Gordon and Muirhead handle the Eico amplifier and tuner kits. They expect to add other kit lines in the future to be able to offer more variety in price and models. The partners

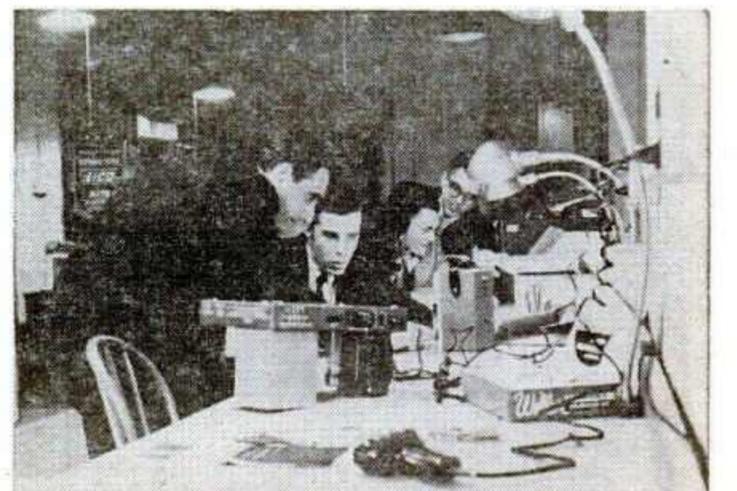
(Continued on page 42)



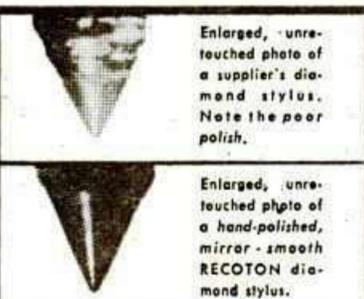
Work begins with a lesson in soldering. Young woman finds it not as difficult as she thought it would be and smiles at the success of her third attempt. Soldering gun is part of equipment furnished by the Workshop.



Effort ends in smiles all around as, 10 hours later, the assembled amplifier checks out okay. Even after paying \$1 an hour for workshop facilities, the young woman has saved \$20 on the cost of a pre-assembled amplifier.



Outstanding capital expenditure for setting up the Audio Workshop was \$70 for the sturdy workshop pictured here. The 25-foot-long table will accommodate eight people with ease. Four electrical outlets are conveniently located at each "station," with a swivel lamp for tired eyes.



Enlarged, unretouched photo of a supplier's diamond styli. Note the poor polish.

Enlarged, unretouched photo of a hand-polished, mirror-smooth RECOTON diamond styli.

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising states that their diamond styli are "perfect for your phonographs."

THIS IS NOT TRUE!

The supplier's styli are generally badly formed and roughly chiselled, as the above unretouched photo proves.

RECOTON diamond styli are hand-polished, mirror-smooth to assure customer satisfaction, good will and higher profit. And—remember that NOBODY SELLS FOR LESS!

Insist on RECOTON.

Recoton CORPORATION
52-35 Barnett Ave., Long Island City 4, N. Y.
In Canada: Quality Records, Ltd., Toronto





New Trade-In By Omegatape

A new pre-recorded tape trade-in idea for dealers and distributors was announced this month by Omegatape of Hollywood, Calif. The trade-in promotion, entitled "Two for Ten," enables dealers to clear their shelves of their old monaural and staggered tapes by turning them in to distributors for credit with their purchases of Omegatapes.

Omegatape distributors taking part in the promotion are allowing their dealers a credit of \$5 each for any two tapes (\$10 total) they return. In order to receive the \$5 credit for each tape, dealers must purchase 10 new Omegatapes for every two they return. Tapes that dealers can return may be any brand, any kind, in any condition; except demonstration tapes. Dealers can return as many tapes as they like as long as 10 Omegatapes are purchased for every two tapes returned.

The "Two for Ten" trade-in idea was initiated in Los Angeles by Dave Hubert, president of Omegatape, and Jack Lewerke, manager of California Record Distributors. "In many cases, the \$5

credit we are offering," said Hubert, "is more than the dealer paid for the tape originally. This trade-in idea will afford dealers a timely opportunity to rid their inventories of old monaural and staggered merchandise." Hubert, "this trade-in idea will afford dealers a timely opportunity to rid their inventories of old monaural and staggered merchandise."

The "Two for Ten" promotion, which will be open to dealers until June 15, will include any of the 75 tapes in the Omegatape catalog, except their demonstration tapes. Dealers wanting additional information were asked to contact their Omegatape distributors.

5 New Radios In G-E Line

Three new table models and two new clock-radios highlight General Electric's 1958-59 radio line. Heading the new table model line is the AM-FM Musaphonic featuring seven tubes plus rectifier, two antennas, a 6½-inch "Dynapower" speaker, vernier tuning, and a phono jack. A sliding lever below the tuning dial switches reception from AM to FM, and a special drift-compensated circuit on the FM band holds stations in tune. Des-
(Continued on page 42)

Symphonic to New Control

Symphonic Electronic Corporation has announced that the majority control of the stock of the company has been acquired by F. L. Jacobs Company of Detroit. No change in the present management of Symphonic is contemplated. The present management and executive personnel of Symphonic Electronic Corporation, who have developed its business to a position of preeminence in the high fidelity and phonograph industry, have entered into long-term employment contracts as executive directors of Symphonic. Symphonic Electronic Corporation expects that with additional capital contributed by F. L. Jacobs Company it will be able to expand its operations and increase its present profitable business by a considerable margin.



One reason why advertisers in THE BILLBOARD get all they pay for.

V-M Markets Stereo Unit

The newest version of V-M Corporation's widely-used automatic record changer is the "Stereo-O-Matic Model 1201, delivered ready for use in stereo disk reproduction systems.

The black-and-white changer has a stereo cartridge installed and includes stereo jacks and a stereo-monaural switch. A four-speed unit, it lists at \$50 in most
(Continued on page 42)

Rek-O-Kut to Convert Arms

Owners of Rek-O-Kut tone arms who want to convert their music systems to stereo playback can have the arms modified, according to George Silber, the firm's president.

"We're setting up to handle these conversions now," Silber told The Billboard, "but we haven't yet determined how much we're going to charge."

He pointed out that a complete conversion involves four elements: new wiring, new counterweight, new shell for the cartridge and a new four-prong plug.

The firm is producing new arms already designed for stereo systems. They are priced at \$1 higher than standard models. The 12-inch arm will cost \$27.95 and the 16-inch arm will be tagged at \$30.95.

Webcor Has Stereo Kit

Webcor intends to get its dealers into the stereo business "without delay." The Chicago firm is going about it in two ways: they are offering complete "stereofonic instruments and they have developed conversion kits to adapt existing models in the line for stereo reproduction.

According to "Bud" Letzter, sales v.p., the dealers' existing stock of Webcor "Ravinia," "Overture" and "Prelude Custom 10" models can be immediately modified. The conversion set is simple; the dealer can install it himself.

Says Letzter: "When dealers convert Webcor units with the A-1931 kit, their customers will be able to use any TV set, radio, amplifier-speaker system, or phonograph equipped with input receptacle as the second sound channel."

The kit is priced at \$29.95, retail list, with the usual trade margins. More than 250 Webcor service agencies established around the country can help those deal-

Westinghouse Adds Portables to Line

Westinghouse Electric Corporation announces its entry into the portable phono market with a line of six models ranging from \$29.95 to \$89.95. Included in the line are a "high fidelity" model, 45 r.p.m. model, and both automatic and manual four-speed units.

The new models will give Westinghouse distributors a complete line of products for the growing phono market. The company introduced a line of consoles last fall.

Styled in luggage-type cabinets with carrying handle, the new Westinghouse units have front-

ers who do not have their own service facilities.

The firm also announced that they have "dealer-tested" the conversion program in selected areas, backed up by strong local advertising. Distributors, said Webcor, reported a strong, favorable trade reaction.

mounted speakers and separate volume and tone controls. Finishes in Pyroxlin-coated fabric are offered in solid, two-toned, and polka dot colors.

Automatic changers, featured on three models, will play four speeds. The changers intermix 10-inch and 12-inch records of the same speed and shut off automatically after the last record is played. Tone arms are equipped with dual sapphire needles and crystal cartridges.

In its portable hi-fi model, Westinghouse provides two six-inch speakers with two high frequency compensating "tweeters," and a new push-pull amplifier that delivers five watts maximum output. Separate controls regulate bass and treble.

Dual speakers are featured in two other Westinghouse models—an automatic with six-inch speaker and "tweeter," and a manual with two four-inch speakers. Also included in the line is a "miniature" four-speed model designed for youngsters.



There's BIG PROFIT in Small Fry!

Parents Keep Buying AUDIO BOOKS!

There's profitable variety for you in the growing list of Audio Book releases. The extensive Children's series is in particular demand. Make sure you are well stocked!

- The Wizard of Oz. Marvin Miller and Jane Webb read the unabridged version. 5 records, \$5.95 list.
- The Merry Adventures of Robin Hood. A robust reading by Michael Rye of Howard Pyle's famous stories of the adventures of gallant Robin and his band of merry men. 3 records, \$3.95 list.

Alice in Wonderland. Once again Marvin Miller and Jane Webb combine their talents in a delightful reading of Lewis Carroll's enduring classic for young and old. 3 records, \$3.95 list.

Other all-time favorites in the Children's Series include: A Child's Garden of Verses, Rip Van Winkle and the Legend of Sleepy Hollow, The King of the Golden River and the Great Stone Face, Gulliver's Travels, Just So Stories, Storytime Favorites.

Thousands of 4-speed phonos play Audio Book records. Additional thousands of customers need only slip on the Audio Book Speed Reducer for 33 rpm phonos. Only \$1.95.

The Audio Book range is wide. Three Great Series: Religious, Great Literature, Children's Stories. Write for complete catalog

For steady profits, sell Audio Books

AUDIO BOOK COMPANY
ST. JOSEPH, MICHIGAN

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MAY 17

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart
1. The Music Man	3	13
Original Cast, Capitol WAO 990		
2. South Pacific	2	217
Original Cast, Columbia OL 4180		
3. South Pacific	1	9
Sound Track, RCA Victor LOC 1032		
4. Johnny's Greatest Hits	4	7
Johnny Mathis, Columbia CL 1133		
5. Gems Forever	9	2
Mantovani, London LL 3032		
6. The Late, Late Show	13	12
Dakota Staton, Capitol T 876		
7. Elvis' Golden Records	8	6
Elvis Presley, RCA Victor LPM 1707		
8. Swingin' on Broadway	7	4
Jonah Jones, Capitol T 963		
9. Come Fly With Me	11	17
Frank Sinatra, Capitol W 920		
10. Oklahoma!	12	141
Sound Track, Capitol SAO 595		
11. Hymns	10	74
Tennessee Ernie Ford, Capitol T 756		
12. Warm	17	23
Johnny Mathis, Columbia CL 1078		
13. My Fair Lady	5	112
Original Cast, Columbia CL 5090		
14. Around the World in 80 Days	6	61
Sound Track, Decca DL 9046		
15. Goodnight, Dear Lord	20	6
Johnny Mathis, Columbia CL 1119		
16. The Eddy Duchin Story	22	80
Sound Track, Decca DL 8289		
17. Till	16	9
Roger Williams, Kapp KL 1081		
18. The Roaring Twenties	19	12
Charleston City All-Stars, Grand Award GA 33-340		
19. Pat's Great Hits	18	32
Pat Boone, Dot DLP 3071		
20. Songs of the Fabulous Fifties	23	52
Roger Williams, Kapp KXL 5000		
21. Pal Joey	25	26
Sound Track, Capitol W 912		
22. St. Louis Blues	—	2
Nat King Cole, Capitol W 993		
23. This Is Sinatra, Vol. 2	—	3
Capitol W 982		
24. Sail Along Silvery Moon	14	6
Billy Vaughn, Dot DLP 3100		
25. Calypso	—	72
Harry Belafonte, RCA Victor LPM 1248		

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Albums

JULIE (1-12)—Julie London with Jimmy Rowles Ork. Liberty LRP 3096

Soft-voiced Julie London works up a fine romance here with a nice set of relaxed jazz standards, showcased perfectly by unobtrusive but well-done backings by Jimmy Rowles' ork. Her sultry off-beating on "Daddy" is enough to make any red-blooded deejay race to his turntables, and the cover shot of leggy Miss London relaxing in a wire chair in a set of Baby Doll pajamas, will play havoc with masculine blood pressures.

FRANKIE AVALON (1-12) — Chancellor CHL 5001

Rock and roll warbler demonstrates versatility on a group of r.&r. hits, and standards (including his own best-selling singles "De De Dinah," "Diana," "Short Fat Fannie," "Oooh! Look-A There, Ain't She Pretty?," etc. Avalon has strong appeal for fem fans, and this package could move out, a la "Pat," "Ricky," etc.

Classical Album

CHERUBINI: MEDEA (3-12) — Maria Callas, Soprano; Various Artists with Orch. & Chorus of La Scala (Serafin). Mercury OL 3-104

Here's a powerful commercial package on several counts, the sock name value and thrilling performance of Maria Callas, the fact that this is the first recording ever made of the Cherubini work. Mercury is readying the most extensive promotional campaign in its history to push its first "Living Presence" operatic package, which retails at \$14.94 and is hand-somely packaged with a special 24-page booklet containing the complete "Medea" libretto.

Specialty Album

SAN FRANCISCO - MY ENCHANTED CITY (1-12)—David Rose Ork. Seal LS 1530

Libby and Stephen McNeil have composed a suite about San Francisco similar to Gordon Jenkins' tribute to New York in "Manhattan Towers." The disk is quite a colorful and programmatic effort. Various themes and scenes

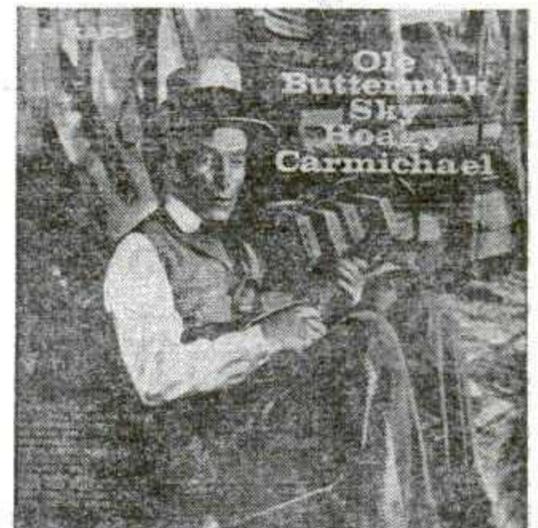
of and about the city are presented by a large group of actors and singers. Rose's instrumental interludes are effective. Second side of the disk offers four mood sketches. It's a delightful album, and can prove a successful item. Narration on side two is by Don Sherwood.

Special Merit Band Album

PAN-DEMONIA (1-12)—10th Naval District Steel Band (Roeper). Decca DL 8717

Nobody can say the USN isn't versatile. Debuting on this fine-sounding platter is an all-Navy "Steel Band" from San Juan headquarters that can swing with the best of the West Indies crews. Their tone is happy, bright and rollicking on a roster of Caribbean and pop tunes, and it's strictly all hands on Decca for an eight-to-the-bar original by maestro Roeper called "Swab Handle Blues." A terrific novelty. The royalties, incidentally, go to the Navy's charity fund.

— Album Cover of the Week —



OLE BUTTERMILK SKY, Kapp KL 1086. Interesting shot of the well-known music man Hoagy Carmichael should prove an attention getter. It's a good display cover and will help lure buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 17

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throuthout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. **COME FLY WITH ME**
Frank SinatraCapitol W 920
2. **MUSIC MAN**
Original CastCapitol WAO 990
3. **DREAM GIRL**
Ray Anthony OrkCapitol T 969
4. **SWINGING ON BROADWAY**
Jonah JonesCapitol T 963
5. **THIS IS SINATRA, VOL. II**
Frank SinatraCapitol W 982
6. **SOUTH PACIFIC**
Sound TrackVictor LOC 1032
7. **WARM**
Johnny MathisColumbia CL 1078
7. **JOHNNY'S GREATEST HITS**
Johnny MathisColumbia CL 1133
9. **FABULOUS DORSEYS IN HI FI**
Tommy and Jimmy DorseyCol C2L-8
10. **EYDIE GORME VAMPS THE ROARING TWENTIES**
Eydie GormeABC Paramount ABC 218



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 17

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1. **JAILHOUSE ROCK**
Elvis PresleyRCA Victor EPA 4114
2. **HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
3. **RICKY**
Ricky NelsonImperial EP 153
4. **LOVING YOU**
Elvis PresleyRCA Victor EPA 1-1515
5. **THE SEVEN HILLS OF ROME**
Mario LanzaRCA Victor EPA 4222
6. **ELVIS PRESLEY**
.RCA Victor EPA 747
7. **THE STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HIT SONGS**
Mario LanzaRCA Victor ERB 1837
8. **AN EVENING WITH BELAFONTE**
Harry BelafonteRCA Victor 1-1402
9. **LOVE IS THE THING**
Nat King ColeCapitol EAP 1-824
10. **FOUR BY PAT**
Pat BooneDot DEP 1057

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$15 payment (saves \$3.20 on single copy rates). 919

payment enclosed bill me

Name _____
Occupation or title _____
Company _____
Address _____
City _____ Zone _____ State _____



LPM-1731



LPM-1582



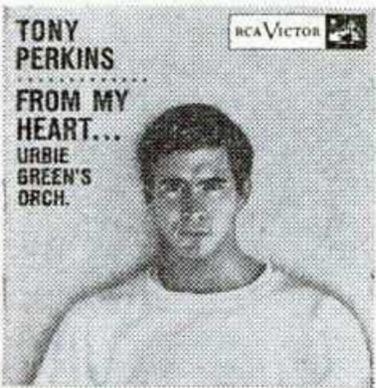
LPM-1656



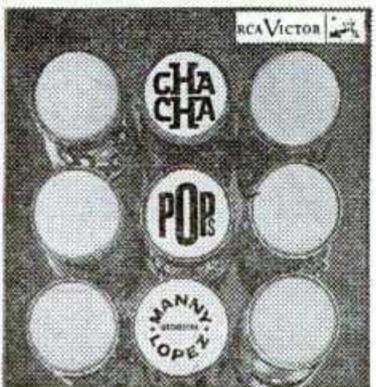
LPM-1717



LPM-1678



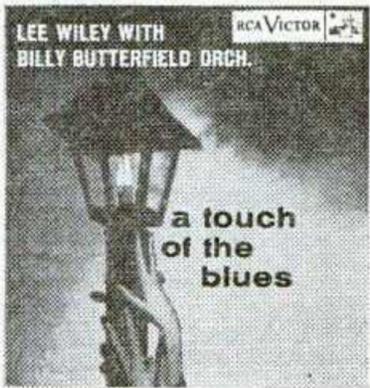
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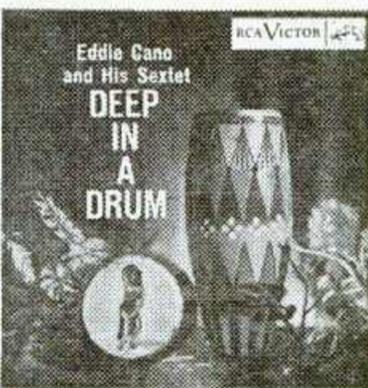
LPM-1671



LPM-1767



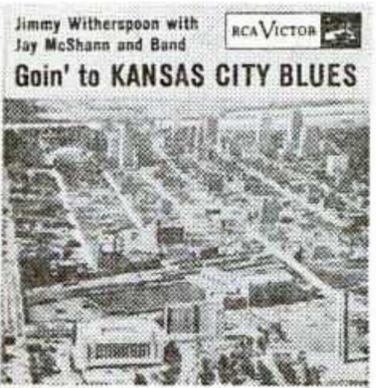
LPM-1566



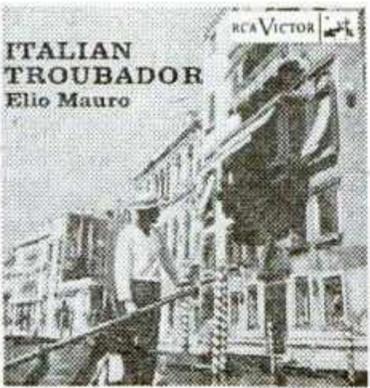
LPM-1645



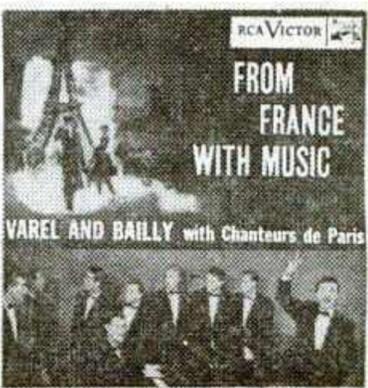
LPM-1704



LPM-1639



LPM-1658



LPM-1646



LPM-1605

JUNE IS POPPING WITH PROFITS FOR YOU FROM RCA VICTOR!

Watch for these NBC-TV shows, in Color and black and white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GOBEL SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by



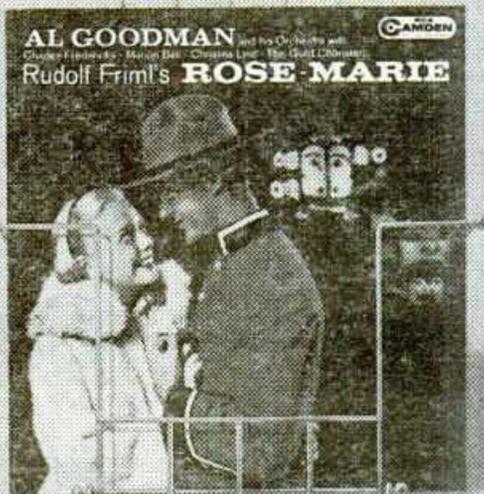
RCA VICTOR
A DIVISION OF RCA CORPORATION OF AMERICA



GET IN TUNE WITH JUNE ...ON RCA CAMDEN

MONTHLY BUDGET
SPECIAL

1.98



Indian Love Call and seven other never-to-be-forgotten melodies from Rudolf Friml's delightful operetta, *Rose Marie*, are sung by soprano Marion Bell, mezzo-soprano Christina Lind, baritone Charles Fredericks, and The Guild Trio and Choristers. Al Goodman conducts. CAL-408

JUNE PROFIT PICKS FROM RCA CAMDEN 12-INCH L.P.'s ONLY \$1.98!



VIENNA IN 3/4 TIME
MILIZA KORJUS,
Coloratura Soprano with Orch.
Coloratura Miliza Korjus sings 9 Strauss waltzes including *Wine, Women and Song*, *Artists' Life*, *Vienna Blood*, and *Emperor Waltz*. CAL-427



THE METRONOME ALL-STAR BANDS
Metronome's jazz greats of 1939, 1941, 1946, and 1949 play 8 masterpieces, including *Bugle Call Rag*, *Blue Lou*, and *One O'Clock Jump*. CAL-426



ACHILLE SCOTTI
pianist and his Group
Continental pianist Achille Scotti and his group play *Embraceable You*, *Love for Sale*, *Let's Face the Music*, and 9 other selections. CAL-425

NOW! ALL THESE WINNERS have full-color covers and polyethylene bags! And they're all pre-priced!



SWINGIN' WITH KRUPA
GENE KRUPA ORCH.
12 of Gene Krupa's best—from *Swing Is Here* (1936) to *I'm Forever Blowing Bubbles* (1950). CAL-340



JEANETTE MACDONALD SMILIN' THROUGH
Jeanette MacDonald sings *One Kiss*, *Zigeuner*, *Parlez-moi d'amour*, and 9 other favorites. CAL-325



CHEERFUL LITTLE EARFUL
JOHNNY GUARNIERI
Johnny Guarneri and his group swing into *Anything Goes*, *After You've Gone*, 10 others. CAL-345



LUSH & MELLOW
Cafe Wien
Franz Heller Orchestra
Franz Heller's orchestra in 12 Viennese cafe favorites, including *Eltern Liebe* and *Auf Wiedersehen*, *My Dear*. CAL-341



LUSH & MELLOW
THE WALTZES FOR LISTENING
Monteux conducts Ravel's *La Valse*, The Boston Pops plays *Roses From The South*. 7 great performances in all. CAL-282

ORDER FROM YOUR DISTRIBUTOR TODAY!



Manufacturer's nationally advertised price shown . . . optional with dealer.

• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise—Top Demand
★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell
★★—Moderate Potential—Salable Qualities
★—For dealers who stock all merchandise.

POPULAR ★★★★★

SOUTHERN BREEZE
Jeri Southern With Marty Paich Ork (1-12") Roulette R 52010
Warm, caressable approach by Miss Southern with listenable ork support from Marty Paich. It can click with pop and jazz jocks. Tunes and tempos are nicely varied. Relaxed cover shot of the artists adds to over-all appeal.

THE FABULOUS KATE SMITH
With Frank Hunter Ork (1-12") Kapp KL 1082
A really lovely sound by Miss Smith on these tunes, which include ballads, medium-beaters and swingers. Backing by Frank Hunter's ork is excellent. A fine programming set for jocks. Selections include "All the Way," "Yes Indeed!" and "Love Is a Many-Splendored Thing." Her voice appears ageless. Good potential. Nice cover shot of the artist.

OLE BUTTERMILK SKY
Hoagy Carmichael (1-12") Kapp KL 1086
A most interesting package by the noted songwriter and personality. In addition to standards as "Ole Buttermilk Sky" and "My Resistance Is Low" there are a number of originals never before waxed. All of the material, incidentally, is Carmichael's, some of the tunes cleaved in collaboration. The warbling is peculiarly Carmichael—arrangements are by Frank Hunter and Buddy Cole. An eye-catching cover completes the allure. Both dealers and deejays will find this a good one.

FORBIDDEN ISLAND
Martin Denny (1-12") Liberty LRP 3081
Denny's previous Liberty albums ("Exotica" Vols. 1 and 2) were strong sellers for the label and this package should enjoy similar success with hi-fi fans. Interesting treatment of exotic originals and standards ("Narcissus Queen," "Bali H'ai," etc.) produces provocative sound. Good off-beat jockey wax.

POPULAR ★★★
THE FIRST LADY OF SONG
Ella Fitzgerald (1-12") Decca DL 6695
Waxings from 1947-'55 find Ella in top form, especially in "Empty Ballroom," "Careless" and "My One and Only Love." Camarata and Sy Oliver conduct various orks and combos for consistently strong backing. Currently heavy TV and movie schedule of thrush will help lure.

ROCK AROUND THE BLOCK
Alan Freed Band With Buddy Holly, Billy Williams & the Modernaires (1-12") Coral CRL 57213
Deejay Alan Freed, recently headlined in Boston's r.&r. mix-up, contributes exuberant narration, tied up with his

Paramount Theater appearance, on this package of varied sides. Modernaires are tasteful, but have doubtful teen-appeal. Holly and Williams do, however, and album should do well with r.&r. buyers and jocks.

STARS AND STRIPES FOREVER
Fred Waring Ork (1-12") Decca DL 8710
A collection of great patriotic songs, reflecting the martial spirit, done by Waring's ork and chorus. The performances are superb examples of choral singing. Included are "Stars and Stripes Forever," "Anchors Aweigh," "The Caissons Go Rolling Along." Cover, an eye-catcher, shows a drum head and the American eagle.

THIS IS LONDON
Various Artists (1-12") Kapp KL 1077
Here's a delightful potpourri of songs and melodies that identify London to anyone who has ever visited the city. It contains songs about the sprawling, old grey friendly city sung by a group of English singers, including such items as "Down at the Old Bull and Bush," "Knock'd 'Em in the Old Kent Road" and "A Nightingale Sang in Berkeley Square." It's a musical portrait that is as lively and spirited as London itself.

POPULAR ★★
THE TREMBLING OF A LEAF
Ray Hartley, Piano. With David Terry Ork. RCA Victor LPM 1659
Australian pianist Hartley glides thru "September Song," "Place in the Sun," "Song Is You" and his own "Dawning of Love" in romantic style, with discreet ork backing. For collectors of music to chat by. Attractive cover.

FOLK ★★★
THE MUSIC OF NEW ORLEANS VOL. 2
The Eureka Brass Band. (1-12") Folkways FA 2462
This album has double appeal, for it should interest collectors of esoteric jazz as well as folk fanciers. This is one of the rare recordings of a genuine New Orleans marching band. The Eureka is the larger of the two full-scale union bands left. The disk not only has historic value, it has some fine musicianship as well. Remarkable harmonies and solos come thru the dirges, ragtime marches and hymns. Sound is good with the exception of a rehearsal version of "Panama," in which the music sounds muffled and confused.

FOLK ★★
RUMANIAN FOLK SONGS AND DANCES
(Continued on page 20)

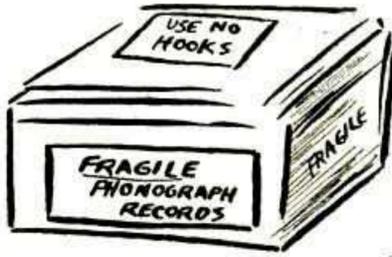
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Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

GOUNOD: SYMPHONY NO. 2; BIZET: JEUX D'ENFANTS (1-12)—Lamoureux Orch. (Markevitch). Decca DL 9982
Here is an interesting coupling, spotlighting strong performances on both works. There are several packages available on the Bizet item, but the Gounod Symphony is a rarely recorded work. Handsome cover gives package good display value. Markevitch name should add salability to the package.

CLASSICAL ★★★

REGER: VARIATIONS & FUGUE ON A THEME BY MOZART; MOZART: SERENADE NO. 6 (1-12)—Berlin Philharmonic Orch. (Bohm). Decca DL 9979
Reger's variations on the Mozart theme have not been heavily recorded so this excellent offering by the Berlin orchestra can prove a profitable item. There are several versions of the "Serenade." Both works are ably interpreted by Bohm. Sound is excellent.

Reviews and Ratings of New Popular Albums

Continued from page 18

Rumanian Song & Dance Ensemble (Tirkelea). (1-12) Monitor MF 304
The joys and sorrows of life, as expressed in Rumanian folk music, are etched in this interesting album, cut by three folk ensembles. Moods vary from gypsy-like minor-key laments to lively group numbers brimming with joy and high peasant spirits. Appealing vocal and instrumental solos, including pipes of pan and xylophone, lend variety and interest. Colorful cover is a display plus.

INTERNATIONAL ★★★

ITALY REVISITED
THE Di Mara Sisters (1-12) Roulette R 25028
This trio might be easily called the Italian version of the Andrews Sisters. They have a similar sound and basis of arrangements. Nice, clean recordings of a group of tunes, all in the mother tongue. Most familiar melodies would be "Torero," "Souvenir d'Italy," and "Anema E Core." For its market, a piece of quality merchandise that can sell.

GRECIAN HOLIDAY
Mike Sarkisian Ork. (1-12) Audio Fidelity AFLP 1866
Sounding something like a blend of Spanish gypsy folk music and tunes you might hear in a Cairo bazaar, "Grecian Holiday" is a lively musical excursion. There's lots of fire and bounce in numbers with names like "Opa Opa" and "Palamakia," and you can easily imagine the swirl of folk dancers. Specialized in appeal, but catchy cover may help.

ENCHANTMENT ITALY
Aldo Bruschi Ensemble (1-12) Seeco CELP 413
Excellent Italian cabaret music. Bruschi sings in a fine bass voice and plays mandolin and oboe. His group includes guitars, accordions and mandolins—giving an authentic Mediterranean flavor. Included are "Passione," "Lazzarella," "Domino" etc.

INTERNATIONAL ★★

TURKISH DELIGHT!
Mike Sarkisian & His Cafe Bagdad Ensemble (1-12) Audio Fidelity AFLP 1867
Dances, marches and pop tunes co-authored by Sarkisian are given pleasant treatments in a Turkish mood by combo and vocalists. Sound is a feature, cover is an eye-catcher.

LATIN AMERICAN ★★★★★

LATIN JEWELS
Tito Rodriguez Ork (1-12) Tico LP 1047
The fine Latin band of Tito Rodriguez does a first-rate job on this new release that should interest the many who dance to Latin-American rhythms. Tunes include such jewels as "Green Eyes," "Yours," "Frenesi," "Time Was," "Amapola," and "What a Difference a Day Made." Good for the L-A market and for some pop action too.

LATIN AMERICAN ★★★

CUBAN NIGHTS
Mignelito Valdes Ork with Machito & His Afro-Cubans (1-12) Decca DL 8716
Here's a fiery package of authentic rhumba and Afro-Cuban vocal and instrumental interpretations. Selections include Valdes' famous warbling stints on "Babalua," Machito's exciting "Bim Bam Boom," and "Arabanda," etc. A strong package for the market.

A VISIT TO CUBA
With "Cosmopolita" (Ork (1-12)) Seeco SCLP 9110
New tunes and new stylings of familiar material make up danceable collection of cha cha, boleros, mambos, guarachas, et al. Smooth vocalizing by the popular El Indio and W. Fernandez is backed by ork's strong beat. Colorful cover photo of buxom senorita will attract attention. But muffled sound will hurt album's potential.

POLKA ★★

POLKAS ANYONE?
The Triads (1-12) Seeco SCLP 9142
The Triads feature accordion, electric organ and guitar with bass and drums backing. Set offers a good cross-section of polkas, all played in a bright, bouncy manner. Recording is good, better in fact than some of the current polka sets on the market. Set can be sold but should be stocked with a view to the considerable amount of name talent in this field that's already on shelves.

RELIGIOUS ★★★

IN MY HEART... A MELODY!
Camp-of-the-Woods Band & Choir (1-12) Word W 3039-LP
Every year since 1900 Camp-of-the-Woods in Speculator, N. Y., in the Adirondack Mountains, has been visited by people looking for physical and spiritual inspiration. The camp has a remarkable music program and the orchestra and choir from the camp are featured on this release. They demonstrate on this disk that religious music can be melodic and happy. Many of the selections are based on familiar melodies, and it also includes such items as "Jesus Loves Me," and "A Mighty Fortress." It is a fine set that will appeal to those who enjoy inspirational music.

BESIDE STILL WATERS - VOL. 2
Lew Charles, Organist (1-12) Word W 3042-LP
This attractive and well-recorded album is, in a sense, the religious equivalent of the "mood music" platters that continue to be popular sellers. Organist Lew Charles' versions of a number of popular hymns and religious favorites are in a reflective, hushed vein that's for reading background or quiet meditation. Thus, it may develop a fairly wide following both in and out of the religious market.

WHEN GOD SPEAKS
Virginia Garrett Seelig (1-12) Word W 3051-LP
Exceptionally well-trained contralto sings "His Eye Is on the Sparrow," "Way-faring Stranger," "How Great Thou Art" and other familiar hymns with a simple, direct approach. Mellow support of the Baylor University Chapel Choir provides a pleasant contrast in sound texture. Reproduction quality is first-rate. Should sell well in the Midwest and Southwest and, if pushed in other areas.

RELIGIOUS ★★

HYMNS IMMORTAL
Baylor University Religious Hour Choir (Yarbrough) (1-12) Word W 3043-LP
To some, these may be immortal hymns, but to others they will not appear as the most familiar. They are, however, given enthusiastic readings by the mixed chorus group from the noted Baptist school. Sample of the fare: "And Can It Be," "Melody Divine," "Bless the Lord, O My Soul." Can have some long pull appeal, but sample stocking only recommended at the start.

HOW BEAUTIFUL UPON THE MOUNTAINS
Betty Hudson (1-12) Word W 3040-LP
The lyric soprano does well by "Consider the Lilies," "His Eye Is on the Sparrow" and a number of Psalms texts, with strong organ backing. Should interest gospel followers in the Bible Belt.

RHYTHM & BLUES ★★★★★

THE BAREFOOT ROCK & YOU GOT ME
Little Junior Parker & Bobby Blue Bland (1-12) Duke DLP 72
A bargain for r.&b. buyers in that the album presents two authentic blues artists. Deep Southern-styled Little Junior Parker sings "Mother-in-Law Blues," "That's All Right" etc., and Bobby Blue Bland does "It's My Life, Baby," "Farther Up the Road" etc. Good funky sound. Strongest appeal in Southern markets.

CLASSICAL ★★

STRAVINSKY: FIREBIRD SUITE; CHANT DU ROSSIGNOL (1-12)—Berlin Radio Symphony Orch. (Maazel). Decca DL 9978
Former prodigy Maazel has grown up with a firm baton, leading this fine ork in a good "Firebird" suite and an excellent "Rossignol." "Firebird" has 17 LP rivals of equal or greater strength, however.

MOZART: SYMPHONIES NOS. 39 & 40 (1-12)—Bavarian Radio Symphony Orch. (Jochum). Decca DL 9977
New readings of two of the composers most oft-recorded works. Performances of both are as good as many on the market and better than some. Sound also compares favorably with most current versions. Unfortunately, the works are not only in plentiful supply on records separately but there are also several other good disks combining the two symphonies. Caution therefore is recommended in stocking.

BARTOK: SONATA NO. 2; HINDEMITH: SONATA IN C; STRAVINSKY: DUE CONCERTANTE (1-12)—Wolfgang Schneiderhan, Violin, & Carl Seemann, Piano. Decca DL 9980
This new Decca Gold Label release contains three works by distinguished modern composers, with all three selections stressing polyphonic treatment of the violin and piano. These difficult works are played
(Continued on page 40)

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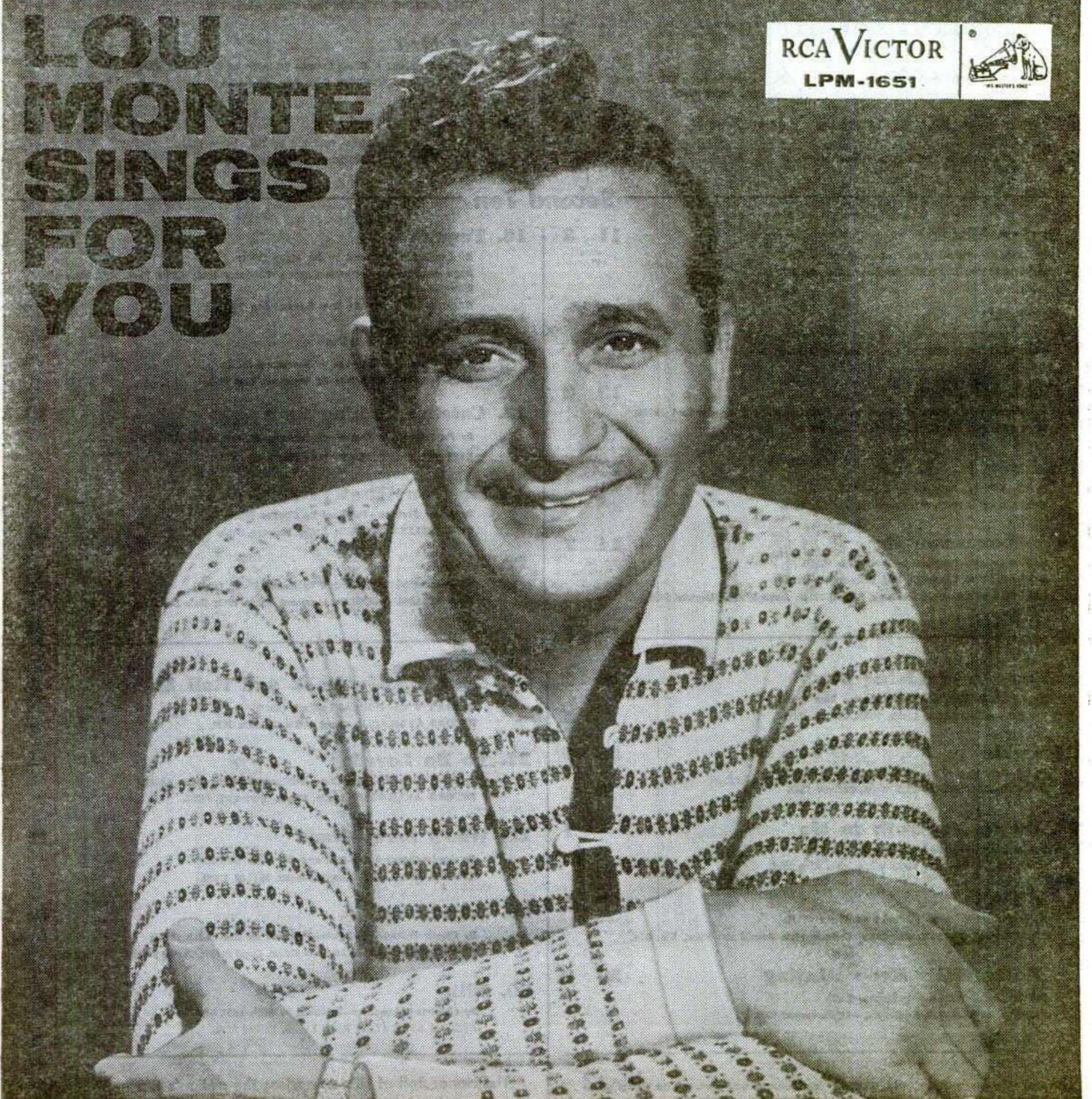
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 17

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. All I Have to Do Is Dream		1 5	6. Return to Me		7 7
By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.			By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.		
2. Witch Doctor		2 6	7. Chanson D'Amour		6 5
By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.			By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228.		
3. Twilight Time		3 7	8. Kewpie Doll		8 5
By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Earl Bostic, King 5136; Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026.			By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Victor 7202.		
4. He's Got the Whole World in His Hands		4 9	9. Big Man		12 3
By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNall, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Anxex 4012.			By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960.		
5. Wear My Ring Around Your Neck		5 6	10. Looking Back		9 5
By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240.			By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.		

Second Ten

11. Sugar Moon		11 3	16. Tequila		13 13
By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.			By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Cap 3928.		
12. Secretly		17 2	17. For Your Love		21 3
By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.			By Ed Townsend—Published by Beechwood (BMI) BEST SELLING RECORD: Ed Townsend, Cap 3926.		
13. Book of Love		10 8	18. Catch a Falling Star		19 18
By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monatoes, Argo 5290.			By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.		
14. Johnny B. Goode		15 4	19. Do You Want to Dance?		- 1
By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1691.			By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Josie 835.		
15. Oh, Lonesome Me		14 7	20. You		- 2
By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gibson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.			By Vanata-Goddard—Published by Instant Music (BMI) BEST SELLING RECORD: Aquatones, Fargo 1011; Gale Storm, Dot 15734.		

Third Ten

21. What Am I Living For?		30 2	26. Hang Up My Rock and Roll Shoes		- 1
By Jay-Harris—Published by Progressive Rush (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1179.			By Chuck Willis—Published by Rush (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1179.		
22. Rumble		28 2	27. To Be Loved		- 1
By M. Graft-Link Wray—Published by Valand (BMI) RECORD AVAILABLE: Link Wray, Cadence 1347.			By Berry Gordy Jr.-Tyuan Carlo—Published by Pearl Music (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55052.		
23. Talk to Me, Talk to Me		- 1	28. Who's Sorry Now?		18 13
By Joe Senca—Published by Jay and Cee (BMI) RECORD AVAILABLE: Little Willie John, King 5108.			By Snyder-Calmar-Ruby—Published by Mills (ASCAP) RECORD AVAILABLE: Connie Francis, M-G-M 12588.		
24. Lollipop		16 11	29. Sugartime		20 20
By J. Dickson-B. Ross—Published by Marks (BMI) RECORDS AVAILABLE: Chordettes, Cadence 1345; Ronald and Ruby, Vic 7174.			By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) RECORDS AVAILABLE: McGuire Sisters, Coral 61924; Charlie Phillips, Coral 61906.		
25. Let the Bells Keep Ringing		22 2	30. Billy		23 8
By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 9907.			By Goodwin-Kendis-Paley—Published by Mills (ASCAP) RECORD AVAILABLE: Kathy Linden, Felsted 8510.		

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DOT BEST SELLERS

- 15750 **SUGAR MOON—CHERIE, I LOVE YOU** —Pat Boone
 ARWIN 108—**JENNIE LEE** —Jan & Arnie
 15736 **CHANSON D'AMOUR** —The Fontane Sisters
 15742 **HOT SPELL—I'M SO LONESOME I COULD CRY** —Margaret Whiting
 15710 **TUMBLING TUMBLEWEEDS—TRYING** —Billy Vaughn
 15734 **YOU** —Gale Storm
 15705 **KATHLEEN**
 15748 **DANCING ON THE CEILING—MOMENT IN MADRID** —Jacque Robinson
 15753 **TAKE US TO YOUR PRESIDENT—LATER ON TONIGHT** —Jim Lowe
 15755 **SINCE YOU WENT AWAY TO SCHOOL—RIGHT NOW** —Don & His Roses
 15730 **SYMPATHY—DON'T GET AROUND MUCH ANYMORE** —Johnny Maddox
 15731 **WHEN THE WORK'S ALL DONE THIS FALL—PUT ME IN YOUR POCKET** —Mac Wiseman

DOT NEW RELEASES

- 15764 **THAT'S HOW THE COOKIE CRUMBLES—DON'T INTERRUPT**—Hal Hopper
 15763 **WHITE BOBBY SOCKS—I'M WITH YOU**—Wally Lewis
 15760 **BANJO MEDLEY—ONE MORE HILL**—Don Reno-Red Smiley
 15759 **OLD LADIES HOME—THE CAT CAME BACK**—Doc Williams
 15758 **AROUND THE WORLD—SO MUCH TO LIVE FOR**—Althea Gibson
 15757 **GONNA SEE MY LOVE—TAKE MY LOVE**—Sue Evans

BEST SELLING ALBUMS

- DLP-3100 **SAIL ALONG SILV'RY MOON**—Billy Vaughn
 DLP-3071 **PAT'S GREAT HITS**—Pat Boone
 DLP-3098 **GALE'S GREAT HITS**
 DLP-3103 **Mmmm**—The Mills Brothers
 DLP-3104 **SING, SING, SING!**—The Clark Sisters
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS**—Billy Vaughn
 DLP-3068 **HYMNS WE LOVE**—Pat Boone
 DLP-9000 **Music from the Sound Track of the 20th Century-Fox Cinemascope
 Picture APRIL LOVE**—Pat Boone & Shirley Jones
 DLP-3054D **Music from the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"**

BEST SELLING EP's

- DEP-1056 **A CLOSER WALK WITH THEE** —Pat Boone
 DEP-1064 **TUTTI FRUTTI** —Pat Boone
 DEP-1066 **FOUR BY BILLY VAUGHN**
 DEP-1021 **MELODIES OF LOVE—VOLUME I** —Billy Vaughn
 DEP-1060 **THE SHIFTING WHISPERING SANDS** —Billy Vaughn

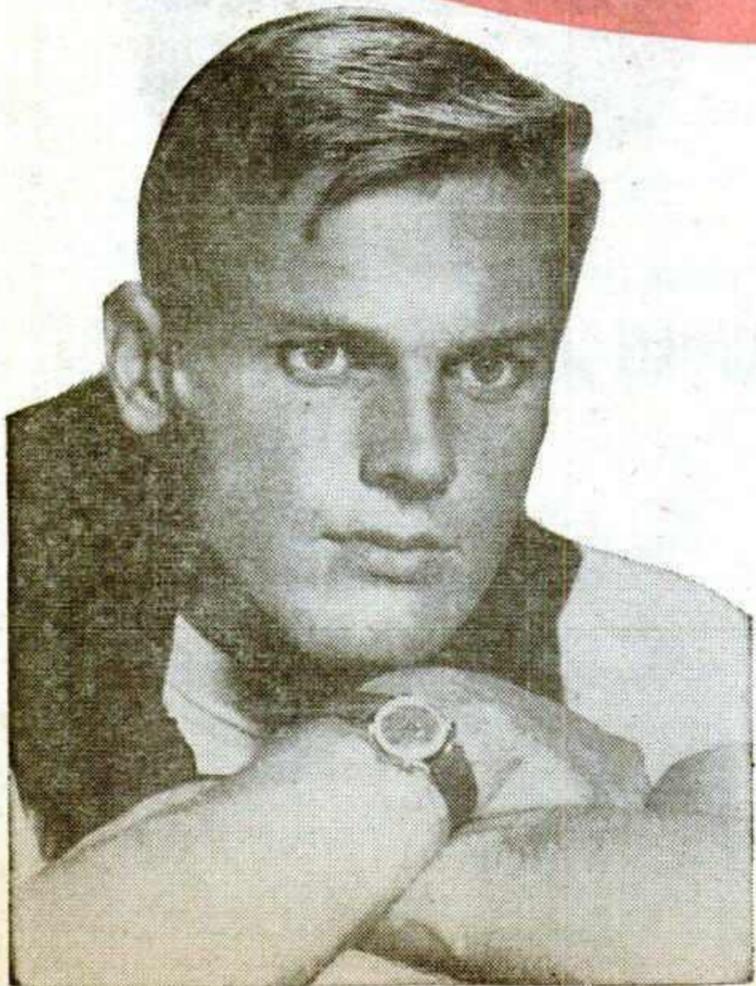
2 Sensational Dot

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BEST SELLING POP SINGLES IN STORES

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FOR
SURVEY WEEK
ENDING
MAY 17, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers.....	1	5	17. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd.....	13	6	34. LAZY MARY (ASCAP)—Lou Monte....	24	11
CLAUDETTE (BMI)—Cadence 1348			Along the Trail With You (ASCAP)—Era 1064			Angelique (ASCAP)—Vic 7160		
2. WITCH DOCTOR (ASCAP)—David Seville.....	2	7	18. OH, LONESOME ME (BMI)—Don Gibson.....	11	11	35. BILLY (ASCAP)—Kathy Linden.....	29	10
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132			I CAN'T STOP LOVING YOU (BMI)—Vic 7133			If I Could Hold You in My Arms (ASCAP)—Felsted 8510		
3. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley.....	3	6	19. RUMBLE (BMI)—Link Wray and His Ray Men.....	25	4	36. I WONDER WHY? (ASCAP)—Dion and the Belmonts.....	-	1
DONCHA THINK IT'S TIME? (BMI)—Vic 7240			The Swag (BMI)—Cadence 1347			Teen Angel (ASCAP)—Laurie 3013		
4. TWILIGHT TIME (BMI)—Platters....	4	7	20. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson.....	16	8	37. JUST MARRIED (BMI)—Marty Robbins.....	33	5
Out of My Mind (BMI)—Mercury 71289			MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503			STAIRWAY OF LOVE (ASCAP)—Col 41143		
5. LOOKING BACK (BMI)—Nat King Cole.....	7	7	21. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman.....	48	2	38. ARE YOU SINCERE? (BMI)—Andy Williams.....	47	15
DO I LIKE IT? (BMI)—Cap 3939			Big Fat Woman (BMI)—Josie 835			Be Mine Tonight (BMI)—Cadence 1340		
6. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London.....	5	9	22. TALK TO ME, TALK TO ME (BMI)—Little Willie John.....	34	7	39. SKINNY MINNIE (ASCAP)—Bill Haley and His Comets.....	31	6
Handed Down (ASCAP)—Cap 3891			Spasms (BMI)—King 5108			Sway With Me (ASCAP)—Dec 30592		
7. RETURN TO ME (ASCAP)—Dean Martin.....	6	7	23. CRAZY LOVE (BMI)—Paul Anka.....	19	6	40. ENDLESS SLEEP (BMI)—Jody Reynolds.....	-	1
Forgetting You (ASCAP)—Cap 3894			LET THE BELLS KEEP RINGING (BMI)—ABC-Paramount 9907			Tight Capris (BMI)—Demon 1507		
8. BOOK OF LOVE (BMI)—Monotones... 8	8	9	24. YOU (BMI)—Aquatones.....	27	4	41. ZORRO (BMI)—Chordettes.....	-	1
You Never Loved Me (BMI)—Argo 5290			She's the Only One for Me (BMI)—Fargo 1001			Love's a Two-Way Street (BMI)—Cadence 1349		
9. JOHNNY B. GOODE (BMI)—Chuck Berry.....	10	4	25. DON'T YOU JUST KNOW IT? (BMI)—Huey Smith.....	23	9	42. NEE NEE NA NA NA NA NU NU (ASCAP)—Dickey Doo and the Don'ts	42	4
Around and Around (BMI)—Chess 1691			High Blood Pressure (BMI)—Ace 545			Flip-Top Box (BMI)—Swan 4006		
10. SUGAR MOON (BMI)—Pat Boone.... 15	3	3	26. TO BE LOVED (BMI)—Jackie Wilson... 39	6	6	43. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads.....	-	6
CHERIE, I LOVE YOU (ASCAP)—Dot 15750			Come Back to Me (BMI)—Brunswick 55052			Blue Tattoo (ASCAP)—Col 41136		
11. SECRETLY (ASCAP)—Jimmie Rodgers... 18	3	3	27. A WONDERFUL TIME UP THERE (BMI)—Pat Boone.....	22	15	44. PADRE (ASCAP)—Toni Arden.....	-	1
MAKE ME A MIRACLE (ASCAP)—Roulette 4070			IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690			All at Once (ASCAP)—Dec 30628		
12. BIG MAN (BMI)—Four Preps..... 14	3	3	28. SICK AND TIRED (BMI)—Fats Domino.....	26	4	45. THE HIGH SIGN (BMI)—Diamonds... 37	2	2
Stop, Baby (ASCAP)—Cap 3960			NO, NO (BMI)—Imperial 5515			Chick-Lets (BMI)—Mercury 71291		
13. TEQUILA (BMI)—The Champs..... 9	13	13	29. LOLLIPOP (BMI)—Chordettes..... 21	11	11	46. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	44	23
Train to Nowhere (BMI)—Challenge 1016			Baby, Come-A Back-A (ASCAP)—Cadence 1345			RAUNCHY (BMI)—Dot 15661		
14. KEWPIE DOLL (ASCAP)—Perry Como.....	12	6	30. TEACHER, TEACHER (ASCAP)—Johnny Mathis.....	32	3	47. WE BELONG TOGETHER (BMI)—Robert and Johnny.....	36	10
Dance Only With Me (ASCAP)—Vic 7202			ALL THE TIME (ASCAP)—Col 41152			In the Rain (BMI)—Old Town 1047		
15. FOR YOUR LOVE (BMI)—Ed Townsend.....	17	6	31. JENNIE LEE (BMI)—Jan and Arnie... -	1	1	48. SUGARTIME (BMI)—McGuire Sisters... 35	21	21
Over and Over Again (BMI)—Cap 3926			Gotta Getta Date (BMI)—Arwin 108			Banana Split (BMI)—Coral 61924		
16. WHAT AM I LIVING FOR? (BMI)—Chuck Willis.....	20	3	32. TORERO (ASCAP)—Renato Carosone... 30	3	3	49. THE WALK (BMI)—Jimmy McCracklin.....	-	11
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			Chella Lla (ASCAP)—Cap 71080			I'm to Blame (BMI)—Checker 885		
			33. WHO'S SORRY NOW? (ASCAP)—Connie Francis.....	28	13	50. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller.....	-	17
			You Were Only Fooling (ASCAP)—M-G-M 12588			Hey! Little Baby (BMI)—Col 41066		

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

THE PURPLE PEOPLE EATER (Cordial, BMI)—Sheb Wooley—M-G-M 12651.

I Can't Believe You're Mine (Robertson, ASCAP).

A previous Billboard Spotlight pick.

The following records, not previously selected as "Best Buys," are on the charts for the first time this week.

ENDLESS SLEEP (Johnston-Montei-Elizabeth, BMI)—Jody Reynolds Demon 1507.

Tight Capris (Johnston-Montei-Elizabeth, BMI)

A previous Billboard Spotlight pick.

PADRE (Ross-Jungnickel, ASCAP)—Toni Arden—Decca 30628

All at Once (Rosemeadow, ASCAP).



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MAY 17

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El Rancho Rock **The Champs**
(BMI) Challenge 59007

A Very Precious Love **The Ames Brothers**
(ASCAP) RCA Victor 7167

GOTTA MATCH?

Call Your MERCURY
Distributor And Ask For
The Hottest Seller
#71328



"GOT A MATCH" BY **LOU STEIN**

MERCURY 71328

4 HOT HITS COMING UP STRONG

(IT'S BEEN A LONG TIME)
PRETTY BABY
GINO & GINA
MERCURY 71283

ONE SUMMER NIGHT
THE DANLEERS
MERCURY 71322

BRIGHT LIGHTS OF BRUSSELS
EDDIE LAYTON
MERCURY 71311

PONY TAIL
THE VOXPOPPERS
MERCURY 71315



the sensation of the motion pictures
 "Don't Go Near The Water" and
 "The Rainmaker"

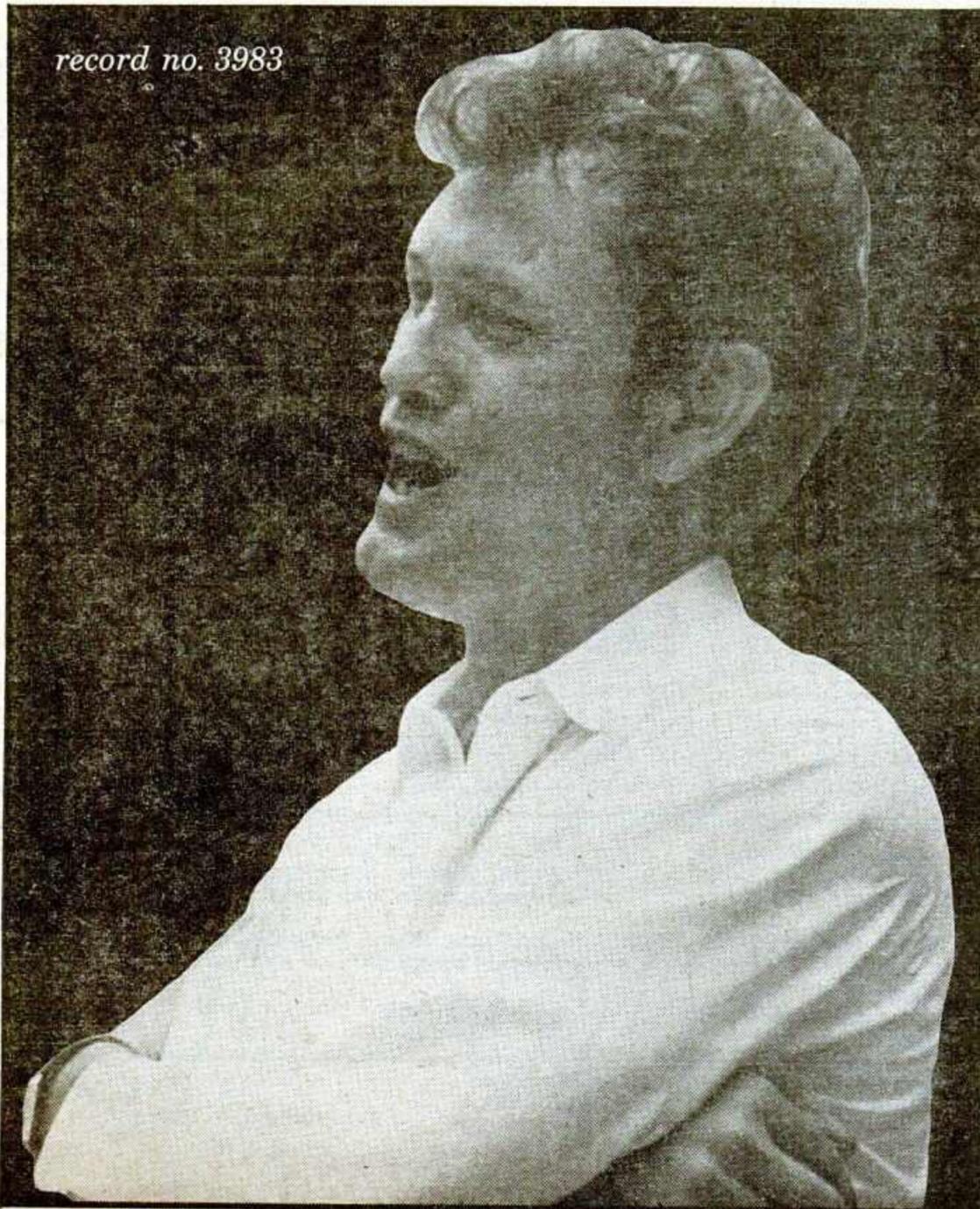
EARL HOLLIMAN

now on  with a
 potent new teenage recording

"A TEENAGER SINGS THE BLUES"

"DON'T GET AROUND MUCH ANYMORE"

record no. 3983



Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 17

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	1	5
Claudette (BMI)—Cadence 1348		
2. WITCH DOCTOR (ASCAP)—David Seville	2	7
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132		
3. TWILIGHT TIME (BMI)—Platters	3	8
Out of My Mind (BMI)—Mer 71289		
4. WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley	4	5
Doncha' Think It's Time (BMI)—Vic 7240		
5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London	5	10
Handed Down (ASCAP)—Cap 3891		
6. RETURN TO ME (ASCAP)—Dean Martin	8	8
Forgetting You (ASCAP)—Cap 3894		
7. BIG MAN (BMI)—Four Preps	10	4
Stop, Baby (ASCAP)—Cap 3960		
8. KEWPIE DOLL (ASCAP)—Perry Como	6	6
Dance Only With Me (ASCAP)—Vic 7202		
9. CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd	7	6
Along the Trail With You (ASCAP)—Era 1964		
10. SUGAR MOON (BMI)—Pat Boone	13	3
Cherie, I Love You (ASCAP)—Dot 15750		
11. SECRETLY (ASCAP)—Jimmie Rodgers	14	2
Make Me a Miracle (ASCAP)—Roulette 4070		
12. CHANSON D'AMOUR (ASCAP)—Fontane Sisters	12	5
Cocoanut Grove (ASCAP)—Dot 15736		
13. OH, LONESOME ME (BMI)—Don Gibson	15	8
I Can't Stop Loving You (BMI)—Vic 7133		
14. LOOKING BACK (BMI)—Nat King Cole	9	3
Do I Like It (BMI)—Cap 3939		
15. DONCHA THINK IT'S TIME? (BMI)—Elvis Presley	23	2
Wear My Ring Around Your Neck (BMI)—Vic 7240		
16. MAKE ME A MIRACLE (ASCAP)—Jimmie Rodgers	—	1
Secretly (ASCAP)—Roulette 4070		
17. JOHNNY B. GOODE (BMI)—Chuck Berry	19	3
Around and Around (BMI)—Chess 1691		
18. BOOK OF LOVE (BMI)—Monotones	11	6
You Never Loved Me (BMI)—Argo 5290		
19. WHAT AM I LIVING FOR? (BMI)—Chuck Willis	22	2
Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179		
20. TORERO (ASCAP)—Renato Carosone	—	1
Chell Lia (ASCAP)—Cap 71080		
21. FOR YOUR LOVE (BMI)—Ed Townsend	—	1
Over and Over Again (BMI)—Cap 3926		
22. YOU NEED HANDS (ASCAP)—Eydie Gorme	—	1
Dormi Dormi Dormi (ASCAP)—ABC-Paramount 9925		
23. BILLY (ASCAP)—Kathy Linden	25	8
If I Could Hold You in My Arms (ASCAP)—Felsted 8510		
24. ALL THE TIME (ASCAP)—Johnny Mathis	—	3
Teacher, Teacher (ASCAP)—Col 41152		
25. ZORRO (BMI)—Chordettes	—	1
Love's a Two-Way Street (BMI)—Cadence 1349		

Chalking up
 a smash double!
 GEORGE HAMILTON ^{IV}
 heads for the top
 with 2 terrific sides!

"I KNOW WHERE
 I'M GOIN'"

b/w

ABC-9924

"WHO'S TAKING
 YOU TO THE
 PROM?"



Here's Mr. "Consistency" with
 another chart-topping hit of million-seller
 proportions on ABC-PARAMOUNT, of course . . .

(Distributed in Canada by
 Sparton of Canada, Ltd.)





Madame,
Falcon's got its
first big hit.

Righto, Jeeves,
all distributors
report
"SMASH" on



Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 17

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
Endless Sleep, Jody Reynolds, Dem.
Johnny B. Goode, Chuck Berry, Chs.
Return to Me, Dean Martin, Cap.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.

CHICAGO

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
He's Got the Whole World in His Hands,
Laurie London, Cap.
Looking Back/Do I Like It
Nat King Cole, Cap.
Oh, Lonesome Me/I Can't Stop Loving You
Don Gibson, Vic.
Return to Me, Dean Martin, Cap.
Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

DETROIT

All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Chanson D'Amour, Art and Dotty Todd, Era
He's Got the Whole World in His Hands
Laurie London, Cap.
Kewpie Doll, Perry Como, Vic.
Sugar Moon, Pat Boone, Dot
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

EAST TEXAS

All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Don't You Just Know It, Huey Smith, Ace
He's Got the Whole World in His Hands
Laurie London, Cap.
Looking Back, Nat King Cole, Cap.
Return to Me, Dean Martin, Cap.

Believe What You Say, Ricky Nelson, Imp.
Chanson D'Amour, Art and Dotty Todd, Era
El Rancho Rock, Champs, Chal.
For Your Love, Ed Townsend, Cap.
Sugar Moon, Pat Boone, Dot
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.
Zorro, Chordettes, Cdc.

NORTHERN OHIO

All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
Johnny B. Goode, Chuck Berry, Chs.
Looking Back, Nat King Cole, Cap.
To Be Loved, Jackie Wilson, Brk.
Twilight Time, Platters, Mer.
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.

NORTHWEST

All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
He's Got the Whole World in His Hands
Laurie London, Cap.
Lollipop, Chordettes, Cdc.
Return to Me, Dean Martin, Cap.
Sugar Moon, Pat Boone, Dot
Tequila, Champs, Chal.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

PHILADELPHIA

All I Have to Do Is Dream
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
He's Got the Whole World in His Hands
Laurie London, Cap.
Kewpie Doll, Perry Como, Vic.
Return to Me, Dean Martin, Cap.
Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

ST. LOUIS AND KANSAS CITY

All I Have to Do Is Dream
Everly Brothers
Big Man, Four Preps, Cap.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
What Am I Living For? Chuck Willis, Atl.
Witch Doctor, David Seville, Lib.

FLORIDA

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
For Your Love, Ed Townsend, Cap.
He's Got the Whole World in His Hands
Laurie London, Cap.
Return to Me, Dean Martin, Cap.
Rumble, Link Wray and His Ray Man, Cdc.
Secretly, Jimmie Rodgers, Rit.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

LOS ANGELES

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
He's Got the Whole World in His Hands
Laurie London, Cap.
Lazy Mary, Lou Monte, Vic.
Return to Me, Dean Martin, Cap.
Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot

NEW YORK AND NEWARK

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Book of Love, Monotones, Argo
For Your Love, Ed Townsend, Cap.
Hang Up My Rock and Roll Shoes/What Am I Living For? Chuck Willis, Atl.
Looking Back, Nat King Cole, Cap.
Tequila, Champs, Chal.
Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.

NORTHERN NEW YORK STATE

All I Have to Do Is Dream
Everly Brothers, Cdc.

Book of Love, Monotones, Argo
Looking Back, Nat King Cole, Cap.
Oh, Lonesome Me/I Can't Stop Loving You
Don Gibson, Vic.
Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck/Doncha Think It's Time, Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

SAN FRANCISCO AND OAKLAND

All I Have to Do Is Dream
Everly Brothers, Cdc.
He's Got the Whole World in His Hands
Laurie London, Cap.
Kewpie Doll, Perry Como, Vic.
My Bucket's Got a Hole in It/Believe What You Say, Ricky Nelson, Imp.
Secretly, Jimmie Rodgers, Rit.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.
Zorro, Chordettes, Cdc.

SOUTHERN OHIO

All I Have to Do Is Dream/Claudette
Everly Brothers, Cdc.
Big Man, Four Preps, Cap.
Book of Love, Monotones, Argo
Chanson D'Amour, Art and Dotty Todd, Era
Johnny B. Goode, Chuck Berry, Chs.
Skinny Minnie
Bill Haley and His Comets, Dec.

Twilight Time, Platters, Mer.
Witch Doctor, David Seville, Lib.

WASHINGTON AND BALTIMORE

All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Josie
Johnny B. Goode, Chuck Berry, Chs.
Secretly, Jimmie Rodgers, Rit.
Sugar Moon, Pat Boone, Dot
Talk to Me, Talk to Me
Little Willie John, King
Twilight Time, Platters, Mer.
Wear My Ring Around Your Neck
Elvis Presley, Vic.
Witch Doctor, David Seville, Lib.

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Showing up on
all the charts!

**I'LL ALWAYS
BE IN LOVE
WITH YOU**



**ROSEMARY
JUNE**

As introduced
on the
Perry Como Show

And 2 new ones
destined for
Hits-Ville



**ARLENE
FONTANA**

A Great New Swingin' Vocalist
**I CAN'T BELIEVE
THAT YOU'RE
IN LOVE WITH ME**
b/w
EVERYONE

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NEW
FROM
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JAMES**

**COMING
FROM
YOU**

and

**JUNIOR
PROM**

K12660



M-G-M  *Records*

two smash sides
from Roulette

I'M OLD ENOUGH

and

ICE CREAM MAN

Roulette
#4078



**LESLIE
UGGAMS**

Watch Leslie
perform on
Name That Tune
CBS-TV, May 27

A Sound Bet . . . Buy



Top 100 Sides

FOR SURVEY WEEK ENDING MAY 17

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	1
2.	WITCH DOCTOR, David Seville, Liberty	2
3.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	3
4.	TWILIGHT TIME, Platters, Mercury	4
5.	HE'S GOT THE WHOLE WORLD IN HIS HANDS— Laurie London, Capitol	1
6.	LOOKING BACK, Nat King Cole, Capitol	8
7.	RETURN TO ME, Dean Martin, Capitol	6
8.	BOOK OF LOVE, Monotones, Argo	7
9.	JOHNNY B. GOODE, Chuck Berry, Chess	10
10.	BIG MAN, Four Preps, Capitol	14
11.	TEQUILA, Champs, Challenge	9
12.	SUGAR MOON, Pat Boone, Dot	15
13.	SECRETLY, Jimmie Rodgers, Roulette	21
14.	KEWPIE DOLL, Perry Como, Victor	12
15.	FOR YOUR LOVE, Ed Townsend, Capitol	16
16.	CHANSON D'AMOUR, Art and Doty Todd, Era	13
17.	OH, LONESOME ME, Don Gibson, Victor	11
18.	RUMBLE, Link Wray, Cadence	20
19.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	50
20.	TALK TO ME, TALK TO ME, Little Willie John, King	34
21.	YOU, Aquatones, Fargo	22
22.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	18
23.	TO BE LOVED, Jackie Wilson, Brunswick	39
24.	HANG UP MY ROCK AND ROLL SHOES, Chuck Berry, Chess	50
25.	LOLLIPOP, Chordettes, Cadence	17
26.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	27
27.	TORERO, Renate Carosone, Capitol	26
27.	JENNIE LEE, Jan and Arnie, Arwin	92
29.	LAZY MARY, Lou Monte, Victor	19
29.	WHO'S SORRY NOW, Connie Francis, M-G-M	23
31.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	21
31.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	29
33.	BILLY, Kathy Linden, Felsted	24
34.	SICK AND TIRED, Fats Domino, Imperial	30
35.	ARE YOU SINCERE? Andy Williams, Cadence	48
35.	I WONDER WHY, Dion and the Belmonts, Laurie	72
37.	SKINNY MINNIE, Bill Haley and His Comets, Decca	31
37.	CRAZY LOVE, Paul Anka, ABC-Paramount	32
39.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	28
39.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	34
39.	ENDLESS SLEEP, Jody Reynolds, Demon	83
42.	NEE NEE NA NA NA NU NU, Dickey Doo and the Don'ts, Swan	41
42.	ZORRO, Chordettes, Cadence	77
44.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia	62
45.	PADRE, Toni Arden, Decca	—
45.	HIGH SIGN, Diamonds, Mercury	38
45.	JUST MARRIED, Marty Robbins, Columbia	46
48.	WE BELONG TOGETHER, Robert and Johnny, Old Town	37
49.	SUGARTIME, McGuire Sisters, Coral	36
50.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	53
50.	THE WALK, Jimmy McCracklin, Checker	62
52.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	50
53.	TEACHER, TEACHER, Johnny Mathis, Columbia	55
54.	LITTLE TRAIN, Marianne Vasei and Erich Storz, Mercury	53
54.	MAKE ME A MIRACLE, Jimmie Rodgers, Roulette	77
56.	CATCH A FALLING STAR, Perry Como, Victor	39
56.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	48
56.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	56
56.	ALL THE TIME, Johnny Mathis, Columbia	72
56.	PRETTY BABY, Gino and Gina, Mercury	77
61.	BREATHLESS, Jerry Lee Lewis, Sun	56
61.	YOU EXCITE ME, Frankie Avalon, Chancellor	56
63.	TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot	46
63.	EVERY NIGHT, Chantels End	67
65.	I MET HIM ON A SUNDAY, Shirilles, Decca	56
65.	A VERY PRECIOUS LOVE, Ames Brothers, Victor	65
65.	MAYBE, BABY, Crickets, Brunswick	67
68.	EL RANCHO ROCK, Champs, Challenge	—
68.	TWENTY-SIX MILES, Four Preps, Capitol	41
68.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount	44
68.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	62
68.	CHANSON D'AMOUR, Fontane Sisters, Dot	70
73.	CLAUDETTE, Everly Brothers, Cadence	33
73.	TEACHER'S PFT, Doris Day, Columbia	56
73.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	67
73.	LONELY ISLAND, Sam Cooke, Keen	86
77.	NO, NO, Fats Domino, Imperial	65
77.	JACQUELINE, Bobby Helms, Decca	70
79.	BEEN SO LONG, Pastels, Argo	92
80.	WISHING FOR YOUR LOVE, Voxpoppers, Mercury	56
81.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	41
81.	DON'T, Elvis Presley, Victor	44
81.	GOOD GOLLY MISS MOLLY, Little Richard, Specialty	77
84.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	74
84.	BLUEBIRDS OVER THE MOUNTAIN, Ersel Hickey, Epic	75
84.	ANOTHER TIME, ANOTHER PLACE, Patti Page, Mercury	81
84.	LONG HOT SUMMER, Jimmie Rodgers, Roulette	92
84.	CHERIE, I LOVE YOU, Pat Boone, Dot	96
89.	TEENAGE DOLL, Tommy Sands, Capitol	81
90.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	75
91.	PINK PEDAL PUSHERS, Carl Perkins, Columbia	—
91.	COME WHAT MAY, Clyde McPhatter, Atlantic	83
91.	STAIRWAY OF LOVE, Marty Robbins, Columbia	83
91.	ALL THE WAY, Frank Sinatra, Capitol	86
91.	DINNER WITH DRAC, John Zacherle, Cameo	86
91.	ARRIVEDERCI ROMA, Roger Williams, Kapp	90
97.	ARRIVEDERCI ROMA, Mario Lanza, Victor	—
97.	HOW ARE YOU FIXED FOR LOVE, Frank Sinatra and Keely Smith, Capitol	—
97.	RAVE ON, Buddy Holly, Coral	—
97.	HAPPINESS, Billy and Lillie, Swan	90

BIG 4

**"YOU
DON'T LOVE
ME
ANYMORE"**

THE PASTELS

Argo 5297

**"ANYTHING
TO SAY
YOU'RE
MINE"**

LULU REED

with Sonny Thompson

Argo 5298

INSTRUMENTAL !!

"WINDY"

PAUL GAYTEN

Argo 5300

**"MY
JIMMIE"**

SANDRA POWELL

Singular 714

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All Phones:
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NEW!
ROY HAMILTON

LIPS
b/w
Jungle Fever
Epic 5-9274



RED HOT!
FRANKIE VAUGHAN

JUDY
b/w
Am I Wasting My Time on You?
Epic 5-9273

CLIMBING!



SAL MINEO
SEVEN STEPS TO LOVE
b/w
A Couple of Crazy Kids
Epic 5-9271



JIMMY BREEDLOVE
THIS TOO SHALL PASS AWAY
b/w
Could This Be Love
Epic 5-9270



SOMETHIN' SMITH & THE REDHEADS
MY SECRET INSPIRATION
b/w
The Brush Off
Epic 5-9269



JOE DOUGLAS
LOVER, COME BACK TO ME
b/w
Goodnight Little Girl
Epic 5-9272

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**WE'VE
HIT THE**

Jackpot

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New Label...



**AND
3 HITS!**

G-NOTES

**I
WOULD**

b/w

Ronnie

#48000

GEORGETTES

**DIZZY
OVER
YOU**

b/w

Oh, Oh Yes

#48001

The CONTENDERS

**WILD
MAN**

b/w

The Tequila Song

(with lyrics)

#48002

Jackpot



Records

6920 Sunset Blvd., Hollywood, Calif.

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

VIC DAMONE . . . Columbia 41185 . . . THE ONLY MAN ON THE ISLAND
(Shapiro-Bernstein, ASCAP)

Damone gives the Hawaiian-flavored tune a very personable reading. It's a pleasant switch of style for the chanter, and one that could hit the target with teens. Flip, "A' Toujours," is a Lerner-Loewe ballad (Lowal, ASCAP).

FRANK GALLUP . . . ABC-Paramount 9931 . . . GOT A MATCH
(Saxon, BMI)

I BEG YOUR PARDON . . . (Pamco, BMI)

"Match" is a bright-sounding ditty that features a cheerful harpsichord and chorus. Gallup (Perry Como's deep-voiced announcer) interjects the title phrase thruout the side. Flip, "I Beg Your Pardon," is a Parisian-flavored tune with a similar production. Either could take off. Tune was previously released on the Cabot label with the Daddy-O's.

SUNNY GALE . . . Decca 30670 . . . JUST FRIENDS
(Robbins, ASCAP)

A CERTAIN SMILE . . . (Miller, ASCAP)

These are Miss Gale's two strongest efforts in some time. Top side shows a strong chanting stint on the oldie brought up to date as a rockaballad. Flip, "A Certain Smile," is the title theme from the coming flick. The artist's rendition is equally winning.

POP NOVELTY

THE HONEYCONES . . . Ember 1036 . . . OP
(Springton, ASCAP)

Very salable sound by the group on a wacky novelty with lots of teen lingo. Novelty is moving at the moment, and this figures to be in there. Flip, "Vision of You," is a ballad (Alstel, BMI).

POP DISK JOCKEY PROGRAMMING

THE KIRBY STONE FOUR . . . Columbia 41183 . . . BAUBLES, BANGLES AND BEADS
(Frank, ASCAP)

Smart, up-beat arrangement of the pretty tune from "Kismet" is nicely presented by the group. It's a swinging, danceable side that should please listeners. Excellent backing by Jimmy Carroll's ork. Flip is an effort which blends "In the Good Old Summer-time" and "Take the Lady" (Marks & George, BMI).

POP TALENT

JOHNNY & BARB . . . Decca 30663 . . . I'LL BE THERE
(Lud, BMI)

AT THE PROM . . . (Lud, BMI)

The duo impresses on both sides. "I'll Be There" is a novelty that is brightly chirped against sparkling ork backing. "Prom" is a ballad with beat that is also well chanted. It could move well saleswise.

SANDEE MOORE . . . Brunswick 55065 . . . THE AUTOGRAPH
(Revere, ASCAP)

GOODY GUMDROP . . . (Northern, ASCAP)

Nice sound by the thrush on "The Autograph," a dreamy waltz that is very much in the teen groove. Chorus backing is effective. "Gumdrop" is a rock and roller that is a nice change of pace. Two good sides.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

• Reviews of New Pop Records

THE PLATTERS

You're Making a Mistake . . . 80
MERCURY 71320—Tony Williams is featured on this slow reading of a pretty ballad. Reprise is whistled. Good wax, and it can move. (Argo, BMI)

My Old Flame . . . 75
Zola Taylor has the lead on this rockaballad rendition of the oldie. Group and ork support are listenable. (Famous, ASCAP)

JANE MORGAN

Enchanted Island . . . 78
KAPP 221—Quality thrashing stint by Miss Morgan on a pretty flick title ballad. The Four Lads have also waxed the tune. (Korwin, ASCAP)

Once More, My Love, Once More . . . 77
Lovely waltz is beautifully warbled by the artist with lush ork backing from the Troubadors. It can move. (Garland, ASCAP)

THE FOUR LADS

Enchanted Island . . . 78
COLUMBIA 41194—This aloha styled effort from the flick of the same name is sung smartly by the boys over slow, lazy uke support. Two good sides here. (Korwin, ASCAP)

Guess What the Neighbors'll Say . . . 77
A cute song with a clever idea is sold with warmth by the lads over a bouncy beat with a group of gals in the backing. Headed for action. (Domlon, BMI)

BILL BUCHANAN

The Thing . . . 78
GONE 5032—An up-dated version of Phil Harris' old novelty hit with r.&r. backing and a cute speeded-up vocal gimmick. A timely entry which could be a sleeper. (Hollis, BMI)

Oh Happy Day . . . 76
Appealing vocal by the boy who cut the first "Flying Saucer" disk on the plaintive dirge-like oldie. (Bregman, Vocco & Conn, ASCAP)

THE PEEWEES

Tootsie Roll . . . 78
JOSIE 838—The Peewees, who appear to be a group of very young cats, turn in a bright and attractive reading of a rock and roll item, that is in the "Lollipop" kick. (Meridian, BMI)

Blue Jean Cinderella . . . 76
On this side the young cats sing about their "Blue Jean Cinderella" with much gusto backed solidly by the ork. Kids are worth watching. (Zodiac, BMI)

GARY TREXLER

I Flipped . . . 77
RCA VICTOR 7258—Young Phoenix, Ariz. warbler sings personably on a strong piece of material with solid ukulele backing and cute beat. (Trinity-Desert Palms, BMI)

Turnabout . . . 76
Ingratating vocal on an appealing country type tune with interesting soprano sax solo work on backing. (Trinity-Desert Palms, BMI)

RUDY GRAYZELL

I Think of You . . . 77
SUN 290—Highly listenable vocal by Grayzell on a rockaballad. If plugged, this might prove a sleeper. (Knox, BMI)

Judy . . . 76
Rocker tribute to a chick named Judy. Grayzell has a frantic sound here. Good coupling. (Knox, BMI)

RUSS CARLYLE

Rough Road . . . 77
FRATERNITY 805—Side has a "Raunchy" flavor. Vocal gimmicks on the instrumental tune are well-handled. Has possibilities. (Pincus, ASCAP)

Typin' a Letter . . . 75
Medium-beat tune is attractively presented. Rhythm breaks are accented by "typewriter" sounds. (Pincus, ASCAP)

DAVID CARROLL

Do You Ever Think of Me? . . . 77
MERCURY 71307—The David Carroll ork comes thru with a very attractive reading of the fine standard, utilizing much of the sound made popular by the Billy Vaughn crew. Side has a chance. (Miller, ASCAP)

Ducky . . . 75
Straight from the early 1930's comes this Henry Busse ork styled reading of the neat novelty item. This side, too, could get spins. (Miller, ASCAP)

TEDDY RANDAZZO

Be My Kitten Little Chicken . . . 77
VIK 0330—Swingin' rockabilly effort is sold with spirit by the chanter over strong backing by the combo

and vocal group. Side moves and could get some action. (Raleigh, BMI)

Little Serenade . . . 75
Fetching Italian-styled ditty receives a warm reading from Teddy Randazzo, who warbles the lyrics in both Italian and English. Two good sides. (Peter Maurice, ASCAP)

RAY PETERSON

Tall Light . . . 77
RCA VICTOR 7255—Strong vocal on effective tune about a guy afraid the car ahead is occupied by his gal and another fellow. A cover of Sammy Hagen disk out last February. Watch it. (Cadenza, ASCAP)

Suddenly . . . 74
Heart-felt chanting on appealing ballad. Should pull spins. Singer has a warm style. (Michele, BMI)

JERRY VALE

Blue Tears . . . 77
COLUMBIA 41182—This is one of Vale's best efforts in a long time. Tune is attractive country waltz, and the singer projects it with feeling. Could get coin. (United, ASCAP)

With You . . . 74
This side, too, is a waltz, penned by Steve Allen. Singer handles it well but flip appears the more potent side. (Rosemeadow, ASCAP)

DON CORNELL

You Go to My Head . . . 76
CORAL 61993—Cornell warbles appealingly on a dramatic, triplet-backed version of the great standard. Sock jockey wax. (Benick, ASCAP)

Village in Capri . . . 76
A Neapolitan-flavored opus with a familiar folk melody is accorded personable chanting and choral backing. (Raphael, ASCAP)

ROY HAMILTON

Jungle Fever . . . 76
EPIC 9274—A spirited rendition of a spiritual-type tune with the feeling of "Don't Let Go." (Big Billy, BMI)

Lips . . . 75
Fervent interpretation by Hamilton of a touching ballad with good lyrics. (Quintet, BMI)

RANDY SPARKS

Good Intentions . . . 76
VERVE 10133—Young singer presents a fine reading of a happy novelty tune. The arrangement is cute, and the record has a chance in the current market. (Sparrow, ASCAP)

I'll Fall in Love in the Spring . . . 75
On this side the warbler tackles a sweet ballad, and he handles this one well, too. Boy is a comer. Watch him! (Sparrow, ASCAP)

CHUCK MILLER

Down the Road A-Piece . . . 76
MERCURY 71308—Here's a wild, frantic, happy reading of the old Daddy Slack-Ray McKinley bit of the late 30's. Miller sings it with gusto and the piano goes, man. Fine box wax. (Leeds, ASCAP)

Mad About Her Blues . . . 75
Another blues standard of the 40's is sung brightly by Miller and the band socks out the two beat behind him. Could catch coin. (Leeds, ASCAP)

CAROLE & CONNIE

I'm Impressed . . . 76
IMPERIAL 5514—Cute sound by the two chicks on a rocker with rhythmic hand-clapping accompaniment. It could attract. (Sherman, BMI)

Our Star . . . 75
Pretty rockaballad is nicely handled by the gals. It has a message for teens and bears watching. (Sherman, BMI)

DICK DALE

Ooh-Whee-Marie . . . 76
DEL-TONE 5012—Interesting rocker is sung with a lot of spirit by the chanter who deserves a chance for exposure on this new dinking Listenable wax. (Winston, ASCAP)

Breaking Heart . . . 74
"Why did you leave me?" asked the country-styled singer on this new tearful effort about breaking. It's an attractive tune and could get spins. (House of Fortune, BMI)

DUANE EDDY

Rebel-Rouser . . . 76
JAMIE 1104—The Eddy Combo comes up with a live, drivin' item featuring guitar and horn. The side has a wild quality that should help it get attention. Worth watching. (Gregmark, BMI)

Stalkin' . . . 74
An ear-catching instrumental effort featuring guitar, horn and choral voices seems sure to get some box action if exposed. (Gregmark, BMI)

(Continued on page 40)

FOR SURVEY WEEK ENDING MAY 17, 1958

The Billboard Weekly Juke Box Programming Guide

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

WHAT AM I LIVING FOR!
★ CHUCK WILLIS ★
Atlantic 1179

TWILIGHT TIME
★ THE PLATTERS ★
★ OUT OF MY MIND ★
Mercury 71289

TEQUILA
★ THE CHAMPS ★
★ TRAIN TO NOWHERE ★
Challenge 1016

RUMBLE
★ LINK WRAY AND HIS RAY MEN ★
★ THE SWAG ★
Cadence 1347

BOOK OF LOVE
★ MONOTONES ★
★ YOU NEVER LOVED ME ★
Argo 5290

DON'T YOU JUST KNOW IT!
★ HUEY SMITH ★
★ HIGH BLOOD PRESSURE ★
Argo 545

GUL, LONESOME ME
★ DON GIBSON ★
★ I CAN'T STOP LOVING YOU ★
RCA Victor 7133

SUGAR MOON
★ PAT BOONE ★
★ CHERIE, I LOVE YOU ★
Dot 15750

YOU
★ AQUATONES ★
★ SHE'S THE ONE FOR ME ★
Fargo 1001

SECRETLY
★ JAMMIE RODGERS ★
★ MAKE ME A MIRACLE ★
Roulette 4070

HE'S GOT THE WHOLE WORLD IN HIS HANDS
★ LAURIE LONDON ★
★ HANDED DOWN ★
Capitol 3891

KEWPIE DOLL
★ PERRY COMO ★
★ DANCE ONLY WITH ME ★
RCA Victor 7202

FOR YOUR LOVE
★ ED TOWNSEND ★
★ OVER AND OVER AGAIN ★
Capitol 3926

LOOKING BACK
★ NAT KING COLE ★
★ DO I LIKE IT ★
Capitol 3939

BIG MAN
★ FOUR PREPS ★
★ STOP BABY ★
Capitol 3960

TALK TO ME, TALK TO ME
★ LITTLE WILLIE JOHN ★
★ SPASMS ★
King 5108

LET THE BELLS KEEP RINGING
★ PAUL ANKA ★
★ CRAZY LOVE ★
ABC Paramount 9907

JOHNNY B. GOODE
★ CHUCK BERRY ★
★ AROUND AND AROUND ★
Chess 1691

DO YOU WANT TO DANCE!
★ BOBBY FREEMAN ★
★ BIG, FAT WOMAN ★
Jesie 835

IT'S TOO SOON TO KNOW
★ PAT BOONE ★
★ A WONDERFUL TIME UP THERE ★
Dot 15690

TEACHER, TEACHER
★ JOHNNY MATHEIS ★
★ ALL THE TIME ★
Columbia 41182

CHAMSON D'AMOUR
★ ART AND DOTTIE TODD ★
★ ALONG THE TRAIL WITH YOU ★
Era 1064

LOLLIPOP
★ CHORDETTES ★
★ BABY, COME-A BACK-A ★
Cadence 1345

WEAR MY RING AROUND YOUR NECK
★ ELVIS PRESLEY ★
★ DONCHA' THINK IT'S TIME ★
RCA Victor 7240

ALL I HAVE TO DO IS DREAM
★ EVERLY BROTHERS ★
★ CLAUDETTE ★
Cadence 1348

RETURN TO ME
★ DEAN MARTIN ★
★ FORGETTING YOU ★
Capitol 3984

MY BUCKET'S GOT A HOLE IN IT
★ RICKY NELSON ★
★ BELIEVE WHAT YOU SAY ★
Imperial 5603

WITCH DOCTOR
★ DAVID SEVILLE ★
★ DON'T WHISTLE AT ME, BABY ★
Liberty 55132

SICK AND TIRED
★ FATS DOMINO ★
★ NO, NO ★
Imperial 5915

TO BE LOVED
★ JACKIE WILSON ★
★ COME BACK TO ME ★
Brunswick 56652

I LOVE YOU MORE
★ JIM REEVES ★
★ OVERNIGHT ★
Vic 7171

GUESS THINGS HAPPEN THAT WAY
★ JOHNNY CASH ★
★ COME IN, STRANGER ★
Sun 295

WHAT MAKES A MAN WANDER!
★ JIMMY SKINNER ★
★ WE'VE GOT THINGS IN COMMON ★
Mercury 71256

CRYING OVER YOU
★ WEBB PIERCE ★
★ YOU'LL COME BACK ★
Decca 30623

LIVING IN THE SHADOW OF THE PAST
★ BOBBY HELMS ★
★ IT'S A LITTLE MORE LIKE HEAVEN ★
★ HANK LOCKLIN ★
★ BLUE GRASS SKIRT ★
Vic 7203

RHYTHM & BLUES
Records eliminated if duplicated in Pop List.

I MET HIM ON A SUNDAY
★ THE SHIRELLES ★
★ I WANT YOU TO BE MY BOYFRIEND ★
Decca 30588

COME WHAT MAY
★ CLYDE McPHATTER ★
★ LET ME KNOW ★
Atlantic 1185

GOTTA GET A DATE
★ JENNIE LEE ★
★ JAN & ARNIE ★
★ WE BELONG TOGETHER ★
★ ROBERT AND JOHNNY ★
★ IN THE RAIN ★
Old Town 1047

SKINNY MINNIE
★ BILL HALEY AND HIS COMETS ★
★ SWAY WITH ME ★
Decca 30592

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

TONI ARDEN.....Padre
All at Once
Decca 30628

MARY & PATTY.....
Because I'm a Dreamer
Two Fools in Love
M-G-M 12625

JODY REYNOLDS.....Endless Sleep
Tight Capris
Dennon 1507

SHEB WOOLEY.....
The Purple People Eater
I Can't Believe You're Mine
M-G-M 12651

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

VIC DAMONE.....
The Only Man on the Island
A' Toulours
Columbia 41185

SUNNY GALE.....Just Friends
A Certain Smile
Decca 30676

FRANK GALUP.....Got a Match
I Beg Your Pardon
ABC-Paramount 9931

THE BONEYHORNS.....Op
Vision of You
Ember 1096

BEST SELLERS!

LITTLE WILLIE JOHN
**TALK TO ME,
TALK TO ME**
King 5108

BILL DOGGETT
BLUES FOR HANDY
b/w
HOW COULD YOU
King 5130

BOO-DA-BA
b/w
PIMENTO
King 5125

JOHNNIE PATE
LITTLE PIXIE
b/w
FIVE O'CLOCK WHISTLE
Federal 12327

MUSKEETA
Federal 12325

THE "5" ROYALES
THE FEELING IS REAL
b/w
**DO THE CHA CHA
CHERRY**
King 5131

THE CHANTERS
MY MY DARLING
Deluxe 6162

EARL BOSTIC
WOODCHOPPER'S BALL
b/w
JOHN'S IDEA
King 5133

TWILIGHT TIME
b/w
**OVER THE WAVES
ROCK**
King 5136

DONNIE ELBERT
**I WANT TO BE LOVED
BUT ONLY BY YOU**
b/w
**SOMEONE MADE YOU
FOR ME**
Deluxe 6164

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Ponce, Puerto Rico

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	3	5
2. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	1	9
3. TWILIGHT TIME (Porgie)	2	6
4. CHANSON D'AMOUR (Meadowlark)	5	5
5. RETURN TO ME (Southern)	4	6
5. WITCH DOCTOR (Monarch)	6	4
7. CATCH A FALLING STAR (Fisher)	7	21
8. KEWPIE DOLL (Leeds)	8	6
9. SUGAR MOON (Gallatin)	11	3
10. SUGARTIME (Nor-Va-Jak)	9	21
11. WEAR MY RING AROUND YOUR NECK (Hill and Range)	10	2
11. SECRETLY (Planetary)	—	1
13. ARE YOU SINCERE? (Cedarwood)	15	11
13. LET THE BELLS KEEP RINGING (Spanka)	—	1
15. LOLLIPOP (Marks)	13	10

• Best Selling Sheet Music in Britain

(For week ending May 17)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

I May Never Pass This Way Again—Chappell (Oval)	A Wonderful Time Up There—Morris (Morris)
Lollipop—Anglo-Pic (Marks)	Stairway of Love—Leeds (Planetary)
Swinging Shepherd Blues—Sherwin (Benell)	To Be Loved—Duchess (Pearl)
Who's Sorry Now—Feldman (Mills)	Catch a Falling Star—Feldman (Marvin)
April Love—Robbins (Felst)	I Could Have Danced All Night—Chappell (Chappell)
Tulips From Amsterdam—Cinephonic (not yet published in U. S. A.)	Oh-Oh, I'm Falling in Love Again—Sterling (Planetary)
Magic Moments—Famous—Chappell (Famous)	Grand Coulee Dam—Essex (Ludlow)
Whole Lotta Woman—Sheldon (Geronimo)	Sugartime—Southern (Nor-Va-Jak)
On the Street Where You Live—Chappell (Chappell)	Mandy (the Pansy)—World Wide (Duchess)
	The Story of My Life—Sterling (Famous)
	A Very Precious Love—Blossom (Witmark)

• Best Selling Pop Records in Britain

(For week ending May 17)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHO'S SORRY NOW—Connie Francis (M-G-M)	1
2. TOM HARK—Elias & His Zig Zag Jive Flutes (Columbia)	6
3. LOLLIPOP—Mudlarks (Columbia)	4
4. WEAR MY RING—Elvis Presley (RCA)	5
5. A WONDERFUL TIME UP THERE—Pat Boone (London)	3
6. WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	2
7. GRAND COOLIE DAM—Lionie Donegan (Pye-Nixa)	7
8. LOLLIPOP—Chordettes (London)	9
9. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	20
10. KEWPIE DOLL, Perry Como (RCA)	15
11. SWINGIN' SHEPHERD BLUES—Ted Heath (Decca)	8
12. YOU NEED HANDS/TULIPS FROM AMSTERDAM—Max Bygraves (Decca)	13
13. KEWPIE DOLL—Frankie Vaughan (Philips)	17
14. I MAY NEVER PASS THIS WAY AGAIN—Robert Earl (Philips)	16
15. SWEET LITTLE SIXTEEN—Chuck Berry (London)	14
16. TO BE LOVED—Malcolm Vaughan (HMV)	19
17. WITCH DOCTOR—Don Lang (HMV)	—
18. STAIRWAY OF LOVE—Michael Holliday (Columbia)	—
19. SWINGIN' SHEPHERD BLUES—Ella Fitzgerald (HMV)	—
20. WITCH DOCTOR—David Seville (London)	—

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Precious Love (R) (F)—Witmark—ASCAP	All I Have to Do Is Dream (R)—Acuff-Rose—BMI
All I Have to Do Is Dream (R)—Acuff-Rose—BMI	Another Time, Another Place (R)—Famous—ASCAP
Another Time, Another Place (R) (F)—Famous—ASCAP	Big Man (R)—Beechwood—BMI
Big Man (R)—Beechwood—BMI	Big Name Button (R)—Budd & Labell—ASCAP
Bright Lights of Brussels (R)—Bourne—ASCAP	Billy (R)—Mills—ASCAP
Cha-Hua-Hua (R)—Daywin—BMI	Chanson D'Amour (R)—Meadowlark—ASCAP
Chanson D'Amour (R)—Meadowlark—ASCAP	Do You Want to Dance (R)—Clockus—BMI
Cherie I Love You (R)—Harms—ASCAP	Dormi-Dormi-Dormi (R) (F)—Paramount—ASCAP
Don't Go Home (R)—Kahl—BMI	Dream (R)—Goldsen—ASCAP
Dormi-Dormi-Dormi (R) (F)—Paramount—ASCAP	Endless Sleep (R)—Johnston-Montel-Elizabeth—BMI
For Your Love (R)—Beechwood—BMI	Gigi (R) (F)—Chappell-Lowal—ASCAP
Gigi (R) (F)—Chappell-Lowal—ASCAP	He's Got the Whole World in His Hands (R)—Chappell—ASCAP
Hello Happiness Goodbye Blues (R)—Bregman, Vocco & Conn—ASCAP	High Sign (R)—Vivo—BMI
He's Got the Whole World in His Hands (R)—Chappell—ASCAP	How Will I Know My Love (R)—Disney—ASCAP
Hotspell (R) (F)—Famous—ASCAP	I Remember It Well (R)—Chappell—ASCAP
How Are Ya' Fixed for Love (R)—Tamarisk—ASCAP	I'm Sorry I Made You Cry (R)—Felst—ASCAP
Kari Waits for Me (R) (F)—Montclare—BMI	It's a Really Big Show Tonight (R)—Alpha—BMI
Kewpie Doll (R)—Leeds—ASCAP	I've Got Bells on My Heart (R)—Southern—ASCAP
Make Me a Miracle (R)—Planetary—ASCAP	Johnny B. Goode (R)—Arc—BMI
Night They Invented Champagne (R)—Chappel-Lowal—ASCAP	Kari Waits for Me (R) (F)—Montclare—BMI
Padre (R)—Jungnickel—ASCAP	Return to Me (R)—Southern—ASCAP
The Purple People Eater (R)—Cordial—BMI	Secretly (R)—Planetary—ASCAP
Return to Me (R)—Southern—ASCAP	Secret of Happiness (R)—Planetary—ASCAP
Secret of Happiness (R)—Planetary—ASCAP	Seventy-Six Trombones (R) (M)—Frank—ASCAP
Torero (R)—Leeds—ASCAP	Why Can't He Care for Me? (R) (F)—Paramount—ASCAP
Twilight Time (R)—Porgie—BMI	Witch Doctor (R)—Monarch—ASCAP
Who's Sorry Now? (R)—Mills—ASCAP	Witchcraft (R)—Morris—ASCAP
Witch Doctor (R)—Monarch—ASCAP	Yakety Yak (R)—Tiger—BMI
You Need Hands (R)—Leeds—ASCAP	You (R)—Instant—BMI
Young and Warm and Wonderful (R)—Frank—ASCAP	
Zorro (R)—Disney—ASCAP	

The Fabulous

FABIAN

will soon be here*

*on CHANCELLOR, of course!

JACKIE

b/w

With All My Heart

by

JANICE GREEN

Nasco 6013

WHAT'S HE GOT

(That I Couldn't Give You)

b/w

Little Andy

by

JACKIE TRENT

Nasco 6012

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TILL THE END OF THE DANCE

b/w My Pretty Baby

by THE PLAIDS

Nasco 6011

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A SACK**

47/20-7220

LANE BROTHERS

RCA VICTOR

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

CIRCUS TIME WITH THE DUKES OF DIXIELAND VOL. 7 (1-12") Audio Fidelity AFLP 1863
Here's another in the constant output of the Dukes of Dixieland. Their many, many fans will find the latest album a bit offbeat, not so much because of the standard circus marches played a la Dixie, but because of the tailgate versions of such unusual pieces of material as "Asleep in the Deep," "In a Persian Market," "Merry Widow Waltz." The sound, as on their earlier albums, is tops in the Dixieland field.

JAZZ ★★★

GOIN' TO KANSAS CITY BLUES Jimmy Witherspoon With Jay McShann Band (1-12") RCA Victor LPM 1639
Assuredly far ahead of most recently produced blues packages is this album containing such items as "Jumpin' the Blues" (written by the late Charlie Parker), "Piney Brown Blues," "Gee, Baby, Ain't I Good to You," Witherspoon is one of the finest blues singers extant, and the backing by Jay McShann lends authentic flavorful instrumentation. Lovers of the genre will put this together with Spoon's New Orleans blues and Joe Turner's Kansas City blues (on Atlantic). Dom Cerulli has

written a set of knowledgeable notes on the tunes and musicians.

THE ART OF ART TATUM

(1-12") Decca DL 8715
Many jazz buffs will be interested in this re-release of piano solos by the late, great Art Tatum during his most fruitful era, the early 1940's. All but one of the selections was first recorded by Tatum in 1940, with the other in 1944 with his trio, featuring Stewart on bass and Tiny Grimes on guitar. The selections demonstrate the amazing inventiveness of Tatum on such selections as "Elegie," "Humoresque," "Sweet Lorraine," "Get Happy," and other standards.

JAZZ UNDER THE DOME

The Freddy Merkle Group (1-12") Vik LX 1114
This is a nicely swingin' set that can move with exposure. The original tunes and arrangements by Bill Potts are neatly presented by the Merkle crew featuring Rob and Earle Swope. The groups vary between sets of five and 11 musicians. The sound with either number displays a progressive mainstream feeling that can appeal to a wide range of jazz tastes. Very readable notes by Willis Conover.

A TOUCH OF THE BLUES

Lee Wiley With Billy Butterfield Ork (1-12") RCA Victor LPM 1566
A soul-satisfying collection of blues and neo-blues tunes by the husky throated specialist of this low-down idiom, Miss Wiley sounds great on such tunes as "Memphis Blues," "A Hundred Years From Today," "A Touch of the Blues," and others. Billy Butterfield plays horn and leads the 15-piece band in the excellent supporting arrangements by Bill Finegan and Al Cohn. Some worthwhile jockey stuff here and the package would be worth pushing.

Reviews and Ratings of New Classical Albums

Continued from page 20

skillfully by violinist Wolfgang Schneiderhan and pianist Carl Seemann. Set is not for the average collector, but followers of the modernists will be interested.

VIVALDI: VIOLIN CONCERTO IN G MINOR; RAMEAU: CONCERTO NO. 6; HANDSHKIN: VIOLA CONCERTO (1-12")—Leonid Kogan, Violin; Rudolph Barshai, Viola with Moscow Chamber Ork. (Barshai), Moniker MC 2018
Soviet violinist Kogan, a smash hit in his recent U. S. concert tour, is superb in a rich, fluent reading of the Vivaldi work. A fellow Russian, violinist Rudolph Barshai, is equally impressive in the stately baroque measures of Rameau, and the premiere recorded performance of the Handshkin work, one of the earliest instrumental works by a Russian composer.

Reviews of New Pop Records

Continued from page 37

BARBARA McNAIR

Indiscreet 76
CORAL 61996—Lovely, warm vocal by Miss McNair on the pretty flick title tune. Disk will face competition from Percy Faith and Roger Williams. It can, however, do business. (Morris, ASCAP)
Waltz Me Around 74
Rock and roll waltz is given a listenable belt by the thrush against smooth ork and chorus backing by Dick Jacobs. Flip appears more potent. (Roosevelt, BMI)

FELICIA SANDERS

Same Old Moon 76
DECCA 30658—From the pic "Marjorie Morningstar" comes this strong ballad. Other disks are available but this has a lot of the classy sound. Gal rates spins on the effort. (Whitmark, ASCAP)
Melancholy Moon 73
A pretty, Latin-tinged melody by Cy Coleman and Carolyn Leigh. Miss Sanders thrushes expressively. (Morris, ASCAP)

TOM & JERRY

Don't Say Goodbye 76
BIG 618—Solid duo vocal treatment of effective rockabilly side. Merits spins. (Village, BMI)
That's My Story 73
Feelingful chanting on wistful rockabilly. (Village, BMI)

LESLIE UGGAMS

Ice Cream Man 76
ROULETTE 4078 — Young thrush scores with vivacious multi-track piping on bouncy rhythm-novelty. Merits play. (Planetary, ASCAP)
I'm Old Enough 72
Fourteen-year-old "Name That Tune" TV show winner has mature sound on this dramatic ballad. Flip is better showcase. (Planetary, ASCAP)

TAKUSEN & SUKOSHI OTO

Tonkobushi Rock 'n' Roll 76
ORBIT 507 — Wacky novelty about rock and roll—Oriental style. If exposed might start moving. Funny cover design. (Robbins, ASCAP)
The Three Handed Drummer 72
An instrumental in toy soldier march tempo. Various crazy sounds and gimmicks are included. Flip appears stronger side. (Criterion, ASCAP)

BOB LUMAN

Try Me 75
CAPITOL 3972—First side by the artist gives it a fairly vigorous vocal. (Roosevelt, BMI)
I Know My Baby Cares 75
Good sound by Luman on a rocker. Chorus support and rhythm backing help sell the side. Potential appears similar to flip. (Obie, BMI)

JOE BENNET & THE SPARKLETONES

Little Turtle 75
ABC-PARAMOUNT 9929—Attractive rockabilly vocal on catchy up-tempo blues. Should chalk up play in pop and r.&b. markets. (Pamco, BMI)
We've Had It 75
Exuberant duo-vocal by the "Black Stacks" boys on a so-so rockabilly item. (Pamco, BMI)

BILLY BROWN

Once in a Lifetime 75
COLUMBIA 41174—Attractive melody, derived from the weepers of old, but arranged with a tasteful rock and roll beat and a chorus. Watch it. (Lowery, BMI)
Next 74
Rockabilly side, but with an attractive lyric and a folk quality. Side steps right along with infectious rhythm and interesting sound effect. (Aberbach, BMI)

JONI JAMES

Junior Prom 75
M-G-M 12660—Thrush chirps this tale of the junior prom in her own special style backed by lush strings and a full ork. Nice wax that should get spins. (Rosemeadow, ASCAP)
Coming From You 73
Tender ballad is piped well by the chick, but flip appears more likely. (Parliament, ASCAP)

JOHNNY OLIVER

Tom, Dick and Harry 75
CARLTON 464—Another master purchase by the label. Oliver warbles pleasantly on gentle rhythm-novelty side which blends folk and r.&b. flavors. Merits spins. (Monument, BMI)
My Pledge and My Promise 73
A feelingful vocal on an okay rockabilly with fem chorus. (Monument, BMI)

KENTS

Happy Beat 75
DOME 501—The Kents bow on the new label with a driving effort about that new happy dancing beat. Side rocks and has some bright ideas in the arrangement. (Dome, BMI)
I Love You So 72
High pitched lead, in the style of the early Frankie Lyman, signs this pleader ballad with feeling, backed calmly by the group. (Dome, BMI)

MAGNIFICENT MONTA-GUE

The Breather 75
ERA 1069—Here's a real weirdie. It features a hard-breathing singer who asks his chick to open the door. Behind him the band pounds and a group of chicks keep singing deedle deedle dee. It's unusual enough to get exposed. (Warman-Clockus, BMI)
Ta Ta Do Way 72
This side is also out of the routine. It's a listenable instrumental with a Latin flavor and attractive drum breaks. (Warman-Clockus, BMI)

MOON MULLICAN

Jenny Lee 75
CORAL 61994—The old Civil War ballad is sung brightly by Mullican over a hoe-down rock and roll backing. Late, but could share some of the loot.
That's Me 72
Cute novelty is sung well by the country warbler. But flip is more important.

PEE WEE HUNT

Miss Otis Regrets 74
CAPITOL 3971—This side is from the ork leader's album "Cole Porter A La Dixie." It's an enjoyable reading of the Porter standard. Jocks will spin. (Harms, ASCAP)
I Love Paris 74
Same comment, only this side is up-tempo. (Buxton Hill, ASCAP)

BOBBY PLEASE

My Tummy Flips 74
IMPERIAL 5508—Cute lyrics on this Latin-tempo rocker. They're nicely treated by Please with male group assistance. It could catch on. (Reeve, BMI)
I'm Girl Crazy 74
Salable sound by the artist on rocker blues that tells about a girl crazy lad. It can go as well as flip. (Reeve, BMI)

THE RAMROCKS

Hot Rock 74
ANTLER 4010 — Well-orked instrumental treatment of a blues. Occasional breaks are in a Latin tempo. Good jockey side. (Argo, BMI)
On the Rocks 74
Medium-beat, spicy arrangement of a Latin tempo blues. It's somewhat on the "Tequila" kick. It should go as well as the flip. (Argo, BMI)

LARRY WHEELER

Cry Woman Cry 74
GLORY 279—Down home sound by the artist on a medium-beat blues. Good potential for Southern marts. (Franklin, ASCAP)
You Can't Lose Me 73
Rocker blues is taken at a medium-beat shuffling pace. Vocal is supported by a male group. This, too, can attract Southern coin. (Bryden, BMI)

THE CHARMONAIRES

One Whole Summer 74
KNICK 1713—Theme of this ballad is a summer without teachers and books, as the old saying goes, and young lovers can be together all the time. Side is interesting. (Colliseum, BMI)
Dance Time Show 73
"Let's all dance to Dick Clark" and other TV jocks, is the theme of this new up-tempo effort with the Charmonaires. Cute side. (Regent, BMI)

DICK LEE

Gianna Mia 74
M-G-M 12657—Neapolitan-type ballad is warmly rendered by Lee. Tempo is rockabilly. Mandolins are featured prominently in the backing which also includes a chorus. (Schlimer, ASCAP)
Pigtails and Pugnose 73
Tune is in a mild rocker groove. Lee warbles it in pleasant style against a sort of "Jim Dandy" rhythm. (Leeds, ASCAP)

VIC SCHOEN

"A" Stands for "A" 74
KAPP 218—The Vic Schoen ork and the Singing Sixteen have a ball with this new effort based on the "Old MacDonald Had a Farm" type word structure. Listenable side. (Lear, ASCAP)
Hora Staccato 73
The classical exercise is played in most attractive fashion here by Vic Schoen orchestra. A good side for the jocks. (Fischer, ASCAP)

TERRY NOLAND

Crazy Dream 74
BRUNSWICK 55069—This rockabilly effort has a good message for teens, and the chanter sells it well. It moves and has a chance in the market. (Drake, BMI)
Everyone But Me 73
A folksy, swinging effort is warbled in warm fashion by the country-styled singer. Has a good message for teens. (Peer, BMI)

BILLY HARLAN

School House Rock 74
BRUNSWICK 55066—Another in the
(Continued on page 42)

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VOX JOX

Continued from page 12

continue to operate his own western band, the Ranch Boys. . . . Felix Grantt, WMAL, Washington, has set Count Basie as the attraction for the second in his series of monthly jazz concerts at the Hotel Statler on June 8.

THIS 'N' THAT: R. C. Embry, veepee of WITH, Baltimore, advises us that "Hot Rod" Hulbert has not left the station to join WOV, New York (as reported here recently.) Hulbert will continue to do his Monday thru Saturday (8 p.m. to midnight) show on WITH, but will commute to New York every Saturday to do a special weekly spot on WOV, "done especially for that station," says Embry, "with our consent." . . . Buck Leigh, WTRC, Elkhart, Ind., "was won-

dering if anyone else noticed the tape cut in Art and Dotty Todd's 'Chanson D'Amour.' It's extremely well-produced," says Leigh, "but if you listen carefully you can catch the cut. . . . It's about two thirds of the way thru the record."

WNEW IN GOOD HUMOR: Local Manhattan indie WNEW has tied up with the Good Humor Corporation to promote a "Lucky Listener Card Game," offering a total of \$50,000 in cash prizes, starting this week. Each "Lucky Listener Card" (carrying a number and photo of a WNEW deejay) will be distributed free of charge by Good Humor ice cream parts of New York and certain parts of New Jersey. Winning cards, drawn by lot each day, will be announced on the air, with a total of 68 cash prizes (ranging from \$25 to \$1,000) offered each week.

KIOA ANSWERS BELL: Larry Monroe, program director of KIOA, Des Moines, writes: "There seems to be an error in your recent article 'New Deejay Radio Look Causes Concern to Personality Jocks.' You stated that: 'Bell, only jockey at KIOA permitted to program his own program.' For your information, Bell's contract with us read as follows: '9. Company reserves the right to select the music used by Bell during his segment of his program.' There doesn't seem to be any room for confusion

here . . . Bell's statement about being the only deejay who programmed his own shows and taking personal credit for KIOA's swift rise to the No. 1 position are not accurate. I shall not argue the fact that he was instrumental in this move—but I think it is presumptuous of him to think he was the reason for our rapid success a year ago. Moreover, Bell was not the No. 1 rated deejay at KIOA. In the six months previous to December 1957, the top-rated KIOA disk jockey (according to Hooper) had an over-all rating of some five points above Bell. So if Bell takes the credit for our being the top-rated station, why was he not the top-rated deejay on the KIOA? The answer is obvious."

For Freebees

Continued from page 2

not true in all cities, but it is becoming increasingly common in major markets. This is causing some of the newer labels to cast about for other ways to obtain or force distribution. One of the most common is to make arrangements with a local jock, whether thru friendship, persistence, or some other means, to lay on the disk. If some attention can be aroused via these plays, then the path is smoothed for a local distributor to take the line without such stiff terms.

Another method, and one that can be expected to become more common, is for the new label to release his disks thru a major firm which then handles the distribution. The pattern set by Singular Records, now distributed by Chess, or Chancellor Records, now distributed by ABC-Paramount, or Dale Records, now distributed by Felsted, a London subsidiary, is intriguing more and more of the newer labels.

Lure of Volume

Under this system the label does not sell his master but releases thru the larger organization under his own label name. This upholds the original manufacturers pride in his own trademark and assures the larger label a steady supply of fresh and oftentimes hot disks. More important, the larger label has the power and the depth to force distributors to work on all releases, their own and the subsidiary labels they handle. It is no secret that distributors work hardest on the lines that give them the most volume, even sloughing many of the labels they carry completely unless they happen to come up with a smash hit.

Of course, many small or new indies will sell their hottest records to larger firms, thus obviating their concern about distribution, et al. But in this way the label name disappears and most manufacturers are well attached to their trademark.

There has been much talk of a national distributor to handle new indie labels, a hustling firm that would work on a commission of some kind and set distribution for the new label from coast to coast. And every so often one comes along. Lately distributors themselves have become national distributors for various labels with hits. But they usually are set up for only one label and seem to disappear.

15 Pubs Sue

Continued from page 2

include Shapiro-Bernstein, Commodore Music, Planetary, Leo Feist, 20th Century Music, Meridian Music, Rayven Music, Regent Music Hill & Range Songs, Inc., BRS Music Corp., Home Folks Music, Obie Music, Acuff-Rose Publications and Ed B. Marks Music.

In addition to infringement based upon unlicensed use of material, the affected pubs feel that the low price of 49 cents on a disk containing four big tunes diminishes the value of copyrights.

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Reviews of New Pop Records

Continued from page 40

current multitude of "school" sides, this is a blues in the rock vein. The kids were "shaking, rattling and rolling" in the school house. Good sound. (Tree, BMI)

1 Wanna Bop... 72
Harlan gets the sounds of some of the more noted rockabillys all wrapped up into one voice here on this slow persistent rhythm tune. Nothing too new except that the talent shows some promise. (Champion, BMI)

WES CHAPMAN & THE HI-RIDERS

Black, Black River 74
GLORY 276—This is a tale of misfortune. Tune has touches of folk and the blues with nice chanting by Chapman. Nice arrangement for other voices, drums and guitar backs Chapman. Worth spins. (Bryden, BMI)

A Boy and a Girl 71
Chapman has something of the quality of George Hamilton IV in this debut disk. It's a slow, reflective ballad with the Riders and an insistent guitar figure in the backing spot. (Bryden, BMI)

JOE DOUGLAS

Lover, Come Back to Me 74
EPIC 9272—Swingin' approach on the oldie by Douglas with nice group and ork support. Good jockey side. (Harms, ASCAP)

Goodnight Little Girl 71
Rockaballad is sweetly warbled by the artist. Douglas has a slight Mathis sound on this side. Fair potential. (Simon, BMI)

HERBIE FIELDS

Honey Bucket Blues 74
FRATERNITY 810—Funky sound on a gutbucket blues. The Fields crew has an appealing approach on the instrumental. Pop and r.&b. coin possible. (Buckeye, ASCAP)

Tiny Kahn 70
Swingin' instrumental arrangement on an uptempo tune. Possible programming material for jocks. Flip is more

in line with current commercial favorites. (Buckeye, ASCAP)

DICK VALENTINE

Red River Rose 74
LONDON 1798—Nice performance by the chanter on a Spanish-American War type ballad which tells of a marching-onto-war soldier singing to his chick. Some coin possible. (Duchess, BMI)

Love Me Again 70
Spirited warbling by the English cat on a ballad with up-tempo ork backing. Flip appears stronger side. (Roncom, ASCAP)

JERRY LEWIS

Love Is a Lonely Thing 73
DECCA 30664—Okay chanting effort by Lewis on a ballad from his coming flick "Rock - A - Bye Baby." Fair chances. (Paramount, ASCAP)

Dorm-Dorm-Dorm! 73
Neopolitan-type lullaby is also from Lewis' forthcoming movie. Several versions of the tune have been waxed, but this can grab a fair share of loot for the tune. (Paramount, ASCAP)

"FROGGY" LANDERS

River Rock (Parts 1 & 2) 73
ENSGN 4014—Deep-voiced, gravelly sound by the artist on Latin-tempo blues. Side two is an instrumental version of the tune. Danceable sides. (Hermosa, BMI)

RAY JOHNSON

Can't Stop Lovin' You 73
LIBERTY 55135—Johnson handles the lyrics on this confused recording well altho it's tough for him to be heard over the ork, flute and shouts in the backing. (Sun-Crest, BMI)

Dizzy, Baby, Dizzy 73
He's dizzy 'cause he's in love sings Johnson on this slight effort. Singer has a style and could get attention with the right material. (Sun-Crest, BMI)

THE FIVE DISCS

I Remember 73
VIK 0327—Listenable rock and roller is sung with cute gimmicks by the vocal group, supported by the ork with a solid beat. (Shawn, ASCAP)

The World Is a Beautiful Place 72
Attractive rock-a-ballad receives a heartfelt rendering from the boys, with triplets in the combo backing. (Shawn, ASCAP)

KEELEY SMITH

The Whippoorwill 73
CAPITOL 3875—Slow, folkish tune from the artist's current flick, "Thunder Road," is warbled with appeal. It can attract. (Leeds, ASCAP)

Sometimes 71
Expressive thrashing stint by Miss Smith on a pretty ballad that she co-lected. Flip appears top side. (Enterprise, ASCAP)

LOU STEIN

Got a Match 73
MERCURY 71328—Upbeat handclapper featuring Stein's piano in "Kitten on the Keys" style. Strong competition from ABC-Par waxing of tune by Frank Gallup. (Saxon, BMI)

Who Slammed the Door? 70
A fairly amusing novelty with sound effects. Flip is better side. (Reis, ASCAP)

ROBERT ASHLEY ORK & CHORUS

Dorm, Dorm! 73
M-G-M 12656—This is from the pic, "Rock a Bye Baby," and it's pleasant, dreamy wax. Other versions are out ahead, but this can garner spins for its quality sound. (Paramount, ASCAP)

My Rebel Heart 69

From the film "The Proud Rebel," comes this okay bit of theme type material. Chorus works as an instrument with ork. No lyrics. (Chappell, ASCAP)

DENNY VAUGHAN ORK

MY Lost Love 73
GLORY 278—This has a strong feeling of the concerto—with big, lush fiddles and ripping piano effects. A full instrumental chorus is followed by an appealing vocal by Vaughan. (Bryden, BMI)

Thoughts of You 68
An instrumental of moderate appeal. Little commercial impact here. (Bryden, BMI)

SEYMOUR

Peg O' My Heart 72
HEARTBEAT 58191—Instrumental version of the great standard, with a beautiful trumpet performance carrying the melody and an organ in the background. Sound on this disk is excellent. Adult programming. (Fest, ASCAP)

Tea for Two 72
Another adult side. The fine oldie—again with melody carried by trumpet with organ background. Great sound. (Harms, ASCAP)

THE MARKEYS

Yakkity Yak 72
RCA VICTOR 7256—Nonsense lyric song with exuberance by group. A dual market side. (Tri-Park, BMI)

Hot Rod 70
Boys warble with suitable virility on okay r.&t. item. Flip is stronger. (Norma, BMI)

SAMMY KAYE ORK

That Daffodil Feelin' 72
COLUMBIA 41178—Barry Frank and the Kaydets offer a springy, bouncy ditty. Fair enough performance. (World, ASCAP)

Spain 70
A swing and sway traditional type reading of a tango standard. Barry Frank handles the vocal. (I. Jones, ASCAP)

OSCAR MCLOLLIE & JENNETTE BAKER

Hey Girl - Hey Boy 72
CLASS 228—Personable duo-vocal on infectious ditty with perky tempo. (Recordo, BMI)

Let Me Know, Let Me Know 70
Fast-moving rhythm tune is wrapped up in pleasing vocal stint by McLollie and chorus. (Recordo, BMI)

BOBBY CHRISTIAN

Tootle Flootie 72
PHONOGRAPH 1023—Flute handles the lead on this riff instrumental effort, supported pleasantly by the band. (Keith, ASCAP)

East Avenue Express 69
Old fashioned as the swing of the 30's is this side by the Bobby Christian Ork. Some jocks may spin. (Keith, ASCAP)

BABY CORTEZ

Honey Baby 72
OKEH 7102—A good, spirited cat of the r.&b. school. This is a nice easy-swinging rock tune that could stimulate some spins. (Lowell, BMI)

You Give Me Heebie Jeebies 69
This is much in the Little Richard style, complete with hoots and howls. It's a blues with a fair sound. Material on the mediocre side. (Lowell, BMI)

JOE GRIFFITH

Crazy Sack 71
REELFOOT 1249—A blues, with a lyric in line with the current fashion trends. Vocal and the arrangement is rockabilly-oriented. (Tannen, BMI)

Annabelle Lee 71
A swingy item with plenty of beat. Melody is reminiscent of the old "Midnight Special." Cut pop-style with a chorus. (Tannen, BMI)

WELDON MYRICK

Only Seventeen 71
GAYLO 100—Rockaballad about a teen-ager with the emotions of a grown-up. Nice reading by Myrick with support from a fem chorus. (Central Songs, BMI)

Season for Love 70
Uptempo, c.&w. flavored tune is given a sprightly warble by the chanter. Fem chorus assists. Flip appears more salable effort. (Central Songs, BMI)

CARL DOBKINS JR.

Love Is Everything 71
DECCA 30656—A driving rockabilly in the blues pattern. Dobkins has a country sound but side otherwise is pop. Good beat for the terpers. (Shapiro-Bernstein, ASCAP)

If You Don't Want My Lovin' 70
The less frantic of the two sides, this features an attractive reading of a fairly routine tune. No new message here. (Buckeye, ASCAP)

THE CASUAL-AIRES

Thunderbird 71
BRUNSWICK 55064—Wild sound by the crew on this rocker. Only lyrics are, "What's the word?" The answer is, of course, "Thunderbird." (Grayson, ASCAP)

Candy 70
Smooth treatment of the standard by

V-M Markets

Continued from page 15

States. Available as a replacement changer, the new model also is sold mounted on a metal base pan as Model 1226 at \$56.

Model 1202 is the basic changer without stereo cartridge but with plug-in head to accept magnetic monaural or stereo cartridges. This version has a four-pole motor and lists at \$50. Model 1228 is the 1202 changer on a matching metal base pan at \$56.

The Stereo-O-Matic changer features V-M's unitized mechanism and jam-proof spindle. The motor is aluminum bracket-mounted to reduce rumble to -45 db (for 120 cycles when tested on Columbia XLP 414 test record).

Motor speed is constant, reducing wow and flutter to 1-4 rms. The turntable is balanced to assure constant speed. Bearing materials and finishes are controlled for minimum noise friction and the spindle bearing area is centerless ground to reduce frictional drag.

The tone arm is resonance-free and easily adjustable for any cartridge weight. It is compensated to eliminate variation from bottom to top of a stack of records. Jewel-type anti-friction bearings virtually eliminate vertical friction and tracking angle variation has been reduced to two degrees maximum.

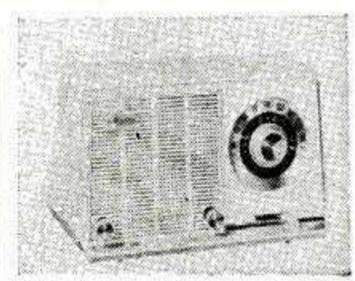
Distinctive changes in the appearance of the changer are a restyled record support arm, new escutcheons and new control knobs.

5 New Radios

Continued from page 15

igned Model T-135, it is priced at \$59.95.

Also new is a Musaphonic radio in pink and white (Model



T-130), blue and white (Model T-131), and gray and white (Model T-132). Featuring 5 x 7-inch speaker, two-position tone control, vernier tuning, the new radio has four tubes plus rectifier and a built-in antenna. It is priced at \$29.95.

A third new table model is styled in pink (Model T-125), beige (Model T-127), and white (Model T-127), with four tubes plus rectifier, push-pull on-off volume control, a Dynapower speaker, and a built-in antenna. Its suggested retail price is \$19.95.

Heading the new clock-radio line is a model with Snooz-Alarm and Clock Nite-Light, available in white with blue and silver (Model C-440), or white with black and gold (Model C-441). A control at top center of the cabinet provides night light illumination.

Model C-440-441 also features an appliance outlet, automatic wake up and slumber switches for turning the radio on or off automatically, vernier tuning, a phono jack, and lever-type control for easy operation of the GE electric clock. This radio has four tubes plus rectifier, built-in antenna, and a Dynapower speaker. It carries a suggested retail price of \$44.95.

The other new clock radio is

Workshop

Continued from page 14

were particularly interested in the recent announcement from the Heath Company that they have begun one-step distribution as well as selling direct to the public thru mail order. They are also interested in Dynakit and Precision Electronics.

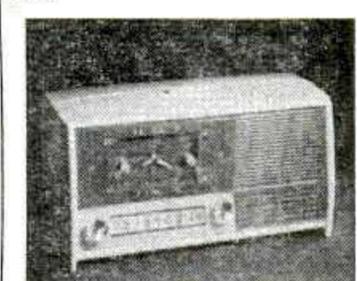
What is the Workshop doing about attracting customers? Actually, they consider the entire New York City area to be their market. However, they are concentrating their promotion for the present on select areas. These include the large residential areas and big apartment developments in their immediate locale—Styvesant Town, Peter Cooper Village and Greenwich Village proper. All of these developments and areas are served by weekly newspapers of the shopper type. The advertising rate is low, compared to New York dailies, and they hit the young married consumer group so important to a project like Audio Workshop.

Anyone Can Do It

"I think the Workshop idea is one that can work effectively in most communities," says Elliot Gordon. "A lot of audio outlets are in trouble because they can't attract traffic. If they would turn over part of their store area to a simple work-bench and offer instruction one night a week and all day Saturday, I believe they could attract hi-fi minded people in droves. This is particularly true today when people are looking to save money, but want a music system they can brag about. After all, what does it cost to try something like this—the price of a couple of soldering irons that are probably carried in stock. The outlet probably already has the test equipment necessary."

He pointed out that a \$100 amplifier costs about \$60 in kit form. Add to that the 10 hours (at \$1 an hour) needed to assemble the unit and the customer still makes a substantial saving. Audio Workshop plans to make it as easy as possible on the customer. On a \$60 kit, they will charge the customer \$6 every time he puts in an hour's work. By the time the kit is completely assembled the unit has been paid for in painless installments.

Model C-435, styled in white, and priced at \$24.95. Model C-435 has an automatic wake up switch, a GE Dynapower speaker, built-in antenna and a tube complement of four tubes plus rectifier.



Carried over from the 1957-'58 line in table radios are there series of dual-speaker models, as follows: Model T-106 in antique white and Model T-107, in a new color, priced at \$24.95; Musaphonic Models T-115 and T-116, priced at \$39.95, and AM-FM Musaphonic Model T-120, priced at \$75.00.

Carry-overs in the clock-radio line are Models C-405 and C-406, priced at \$29.95; Snooz-Alarm models C-415, C-416 and C-417, priced at \$39.95, and Musaphonic Snooz-Alarm Models C-421, in blue, and C-422, in a new beige, priced at \$49.95.

The 1958-59 radio line will be available at retail level early this summer. All prices quoted are manufacturer's suggested retail prices.

JOBBERS
AHA LABEL
Instrumental and Vocal American
Harmony Artist
I SEND MY LOVE
b/w
LOVE ME NOW
45's, Orch. and Sheet Music, 45¢-50¢-30¢
30¢: 10,000-100,000 lot. Order now.
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P. O. Box 415 Omaha 1, Nebraska
East & West Coast Pressing Co.'s
Full Piano Copy Welcome.

OVER THE WEEK END
The Playboys
Cameo #142
RECORDS

SURE HIT!
BOPPIN' IN A SACK
47120-7220
LANE BROTHERS
RCA VICTOR

(Continued on page 43)

Reviews of New Pop Records

Continued from page 42

the trio. Organ, bass and tenor are featured. (Feist, ASCAP)

BILLY MACK
In the Night 71
 R AND H 001—A bluesy ballad, with triplet figure. Mack's vocal has considerable heart, and it's done in a semi-shouting style that's quite effective. (Rim, BMI)
I Refuse to Cry 70
 A rock and roller, with typical triplet figure in the arrangement, and vocal by Mack. Tune is an uptempo blues. Performance has enthusiasm. (G. M., BMI)

WORTHAM WATTS
Cotton Picker 71
 D 1002—Catchy instrumental theme with solid guitar work. Good juke wax. (D, BMI)
Lonesome 70
 Sultry instrumental with an insistent tempo and bluesy guitar work. (D, BMI)

CARL BELEV
24 Hour Night 71
 4 STAR 1721—Feelingful reading on plaintive ballad with strong country flavor and mildly r.&r. backing. Dual market appeal. (4 Star, BMI)
Everytime I'm Kissing You 69
 Wistful vocal on okay country weeper. (4 Star, BMI)

THE "G" NOTES
I Would 71
 TENDER 510—A bouncer by a group of young chicks with something of the Patience and Prudence sound. Sweet, four-square harmonies feature the reading. A cute side that could generate some interest. (Rikpage, BMI)
Ronnie 68
 A slow, triplet-backed tribute to a teen-aged hero. Chicks wish he'd notice them, according to the spoken bits. Material doesn't sound too convincing by these youngsters. (Rikpage, BMI)

THE BANJOLEERS
Sorry, Sorry, Sorry 71
 CAPITOL 3976—Old-fashioned type tune has a listenable group vocal with sparkling banjo support. Fair prospects. (Kassner, ASCAP)
Whoops-A-Daisy 68
 Three-quarter melody is also in an old-fashioned groove. Production is similar. (Kassner, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

PHIL BARCLAY: Short Fat Ben/I Love 'Em All—Doke 102
HARRIET BLAKE: Pal of My Rock-a-Bye Days/Bobolink—Variety 1010
J. B. BRINKLEY: Buttermilk Blues/Sittin' Spittin', and a Whittin'—Majestic 7581
WAYNE CARROLL: There's Been a Change in Me/Rockin' Chair Mama—King 5134
THE COUSINS: Be Nice to Me/I'm in Love With You—Decca 30609
KITTY DEE: I Went to the Dance/Ohh, La La—Jubilee 5326
TONY FONTANE: I'm Your Boy/Dream Dust—Kerry 7711
SANDRA POWELL: My Jimmie/Next Thing to Paradise—Singular 714
MARIE TAYLOR: Great Big Daddy/Uncle Sam—Sue 705
AL TRAVIS: He Brought Us Together/Mom and Dad Love You Too—D 1001
GAY TUNES: Got You On Mind/Don't Go—Dome 502
TOMMY WOOD: Can't Play Hookey/My Steady Dream—D 1000

Sacred

STATESMEN QUARTET
He's Got the Whole World in His Hands 77
 RCA VICTOR 7253—Fine version of the recently revived spiritual. It's late, but good enough to chalk up sales in its field. (Chappell, ASCAP)
At the Roll Call 75
 Excellent reading by group on moving sacred theme with interesting lyrics (Falch, SESAC)

REX HUMBARD SINGERS
Until Then 76
 RCA VICTOR 7254—Fine sacred wax. Female lead singer is joined by chorus, with organ background, in a stately, melodic performance. Song, by Stuart Hamblen, is an affecting sentiment. (Hamblen, BMI)
I've Got That Old-Time Feeling 75
 The happy religious theme song done with verve. Voices have a fresh, sensitive sound that's very attractive. (Stamps-Baxter, SESAC)

BILL FRANKLIN
One Minute 72
 KING 5135—Solid religious fare, chanted in the country-style. Franklin does it in slow tempo, with lots of feeling. (Lois, BMI)
That Moon's No Stopping Place for Me 71
 Religious item, mirroring our space age. Fetching melody and imaginative lyric. Franklin's country-styled lyric is without artificiality. (Lois, BMI)

Spiritual

THE PILGRIM TRAVELERS
Daniel Saw the Stone 80
 ANDEX 5001—Spirited rendition of a gospel by the group. Devotees of spiritual fare will find this attractive. (Higuera, BMI)
Yes Indeed 75
 Stirring revival of the oldie. However, group sounds more convincing on flip. (Embassy, BMI)

Gospel Sets

Continued from page 3
 The firm sponsors music schools and has under its wing scores of gospel groups which perform at gospel sings thru the South and on radio shows all year-round.

The Stamps-Baxter catalog now contains over 15,000 gospel songs. The pubbery is a member of Affiliated Music Publishers, Inc., an association of religious music publishers. Kurt Jadassohn, head of Affiliated, has recorded many of the Stamps-Baxter gospel tunes, and is now placing sides with a number of diskeries for future release.

Stereo Disks

Continued from page 3
 rake in the coin on its best-selling single "Witch Doctor" by Ross Bagdasarian. The disk has already gone over the 1,500,000 and Waronker said he expects it will hit 2,000,000. At its peak, Waronker said the platter was averaging about 80,000 sales a day, chalking up a record of 118,000 during one 24-hour period.
 Bagdasarian, who wrote and co-published the tune and as well as its flip song, stands to net about 7½ cents per disk, which ultimately should bring him more than \$250,000 for the one platter.

Real Swinging Summer Set

Continued from page 3
 Island will have Duke Ellington for three evening performances, July 17, 18 and 19, and three other sessions with Ray McKinley and the Glenn Miller band August 1, 2 and 3, in addition to "Dixieland at Dogwood" nights, July 11 and 12, with the Lawson-Haggart Band plus Coleman Hawkins, Charlie Shavers and Rex Stewart, Sunny Rushing and Rosalie McCoy. This festival will go on late in July.
 At French Lick, George Wein adds a jazz weekend to the Sheraton Hotel's Festival of the Arts, August 15-17. Duke Ellington, Erroll Garner, Dave Brubeck, Bobby Hackett and possibly Benny Goodman will be the attractions. In line with this conclave, one wag has suggested that since the Lorilards named a cigarette after their Newport affair, Wein should do likewise with the French Lick session.

Bashes at Barn

The Music Barn in Lenox, Mass., an actual country barn with a tent-enclosed area extending beyond the barn door, has one of its strongest line-ups in a series of 10 weekend sessions from June 29 to early September. Starting the July 4 weekend, Dave Brubeck, Odetta (Chicago folk blues singer) and Duke Ellington are on the agenda. July 12 and 13, there'll be poet Langston Hughes and Lionel Hampton and his band.

Then, successively, come the following acts: July 20, Wilbur de Paris; July 22, Max Roach with the percussion section of the Boston Symphony; July 27, Mahalia Jackson; July 31, Stan Rubin and the Tigertown Five; August 3, the Modern Jazz Quartet; August 5, Chris Conner; August 10, George Shear-

Musician Earnings

Continued from page 3

ings of other than those under yearly contract was \$789,260, and gross earnings from indie producers was \$492,038. (No musicians have worked in the major studios in Hollywood since February 20, 1958, owing to failure to negotiate a contract.)

Of the several thousand theaters in the United States having a seating capacity of 400 or more, 212 houses employed musicians in 1957. Only 10 theaters employed men on a 52-week basis. Earnings by 5,867 theater musicians in 1957 totaled \$6,165,287, slightly more than in 1956.

The symphony season of 1956-'57 saw 31 major orchestras—the same as in the preceding season. Secondary symphonies totaled 156, including all areas of the Federation. A total of \$15,645,990 was spent to maintain the 31 major symphonies, and practically all of them operated at a deficit.

Capitol Issues

Continued from page 3

Hall by the New Zealand Broadcasting Service.

In each case the album provides a recording of an actual performance, complete with audience noises and applause. It is felt by some at Capitol that whenever material, artist and circumstances lend themselves well to such treatment, there's an added touch of realism and spontaneity provided as a result of the "location" recording technique.

Earlier Cap releases along the "location" line included "Sounds of Holland" (street noises, etc.) and "Paris—Its Sounds and Its People," both part of the Capitol of the World catalog; the aforementioned February release of the Kenton package, "The Wildest Show at Tahoe," Louis Prima performance at Hurrals Club, Lake Tahoe (Calif.).

Going National! DARRELL GLENN'S MAKE ME SMILE AGAIN

is breaking fast all over the country!

The Cash Box Sleeper of the Week
 "MAKE ME SMILE AGAIN" (2:05) (Lowery Music—Stevens)
 "CONGRATULATIONS TO ME" (2:05) (Big "D" Music—Glenn)
 DARRELL GLENN (N. R. Co. 004)
 Darrell Glenn, the songster who had a national best seller some five years ago with a beautiful tune called "Crying In The Chapel," makes a powerful comeback (under the N. R. Co. banner) with a terrific rock-a-ballad waxing that could head high on the charts. It's a dramatic teenage love song with a good dance tempo, a pretty melody, and an emotional lyric. And Glenn reads the number with heart. Deck sounds like a winner. It should be the diskery's first smash hit. The lower lid is a more bluesy rocker, "Congratulations To Me." It's a strong performance of a staccato R&R tune. Plenty of drive on this end. Watch the charts for the top side. But don't sell the coupler short.

May 24th Issue

LOOKS LIKE WE HAVE A BIG ONE. BE SURE YOU ARE WITH IT
NATIONAL RECORDING CORP. ATLANTA 19, GEORGIA

BIG, BIG HIT! BLUE BLUE DAY DON GIBSON

47/20-7010

RCA VICTOR

MOA CHOICE...#1 NEW HIT!

PATRICIA PEREZ PRADO

47/20-7245

RCA VICTOR

Ampex 4-Track Tape, Stereo

Continued from page 3

will contain a Garrard four-speed record changer and the stereo cartridge is a magnetic Ilca make. When queried at a meeting of the Magnetic Recording Industry Association Wednesday night, Gundy said that he feels that after exhaustive study even before RCA Victor's February trade showing of its magazine-loading car-

tridge, Ampex will for the time being make a reel-to-reel-only stereo tape playback. Conversion of present tape equipment to four-channel reel-to-reel type playback equipment is economical and simple, he said, and he pointed out that MRIA feels there are 6,000,000 tape machines already in use in the U. S., many of which can be converted to four-channel reel-to-reel and also play two-channel stereo.

Gundy said he had definite information that certain recording and tape firms definitely would shortly release four-channel reel-to-reel pre-recorded type tapes, but would not divulge any names. In order to satisfy dealers and consumers, who wish to hear the new Universal "A" demonstrated, Ampex is including a reel of tape, which carries excerpts which can be played two channels at 7 1/2 ips and four-channel at 3 3/4. Throughout the interview, Gundy emphasized the economy which four-channel 3 3/4 ips tape will afford the consumer.

Designed to enable owners of present Ampex home music systems to enjoy the four-channel stereo and stereo disk advantages are two kits, both sold for \$75 each. The four-track stereo converter includes the Ampex designed and manufactured head assembly with the micro precision gap, being furnished with new Universal "A" systems.

The kit for converting to stereo disks contains the Garrard changer and the Ilca magnetic stereo cartridge.

For alternating between two and four-track stereo in the new systems, the user simply flips a lever. No rewinding is required when using four-track. Another new feature is the automatic stop, which releases all capstan pressure when the end of the reel is reached.

A Double Smash!
TED HEATH
and His Music
play
TOM HARK
b/w
CHA CHA BABY
1809
LONDON RECORDS
339 WEST 25TH STREET, NEW YORK 1, N. Y.

For POPS, it's #1535
'JUST AROUND THE CORNER'
By THE JIVE BOMBERS
For BLUES, it's #1536
'BLUES, EARLY, EARLY'
By BIG MAYBELLE
For ROCK 'N' ROLL, it's #1537
'I DREAMED'
By THE 3 PLAYMATES
SAVOY RECORD CO.
38 MARKET ST.
NEWARK, N. J.

DECCA
RECORDS
America's Fastest Selling Records!

A BIG HIT!
ERNIE FREEMAN
INDIAN LOVE CALL
5518
Imperial Records
4325 Hollywood Blvd Hollywood 28, Calif

SHORE WINNER!
THE SECRET OF HAPPINESS
47/20-7211
HARRY ZIMMERMAN'S ORCH. & CHO.
DINAH SHORE
RCA VICTOR

ASCAP AWARDS BURKAN PRIZES

NEW YORK — Two national first prizes of \$500 each were awarded by the American Society of Composers, Authors and Publishers in the 18th annual Nathan Burkan Memorial Competition.

First-prize winners were Arthur Rosett of Columbia University Law School, for his paper, "Burlesque as Copyright Infringement," and George T. McConnell of Harvard University Law School, for his paper on "The Effect of the Universal Copyright Convention on Other International Conventions and Arrangements." Honorable mentions went to Stuart Jay Young, Richard W. Roberts, and Edward Silber.

20-Fox to Cut Movie Songs

NEW YORK — First waxing project for the new 20th-Fox Record Company spotlights two title tunes from forthcoming 20th Century-Fox movies.

The songs, which will probably be coupled as a single, are "The Hunters," from Dick Powell's new film of the same name, and "The Bravados," theme of a big-budget Gregory Peck Western. Latter song isn't featured in the film's sound track, but if it clicks as a record, there is a possibility it might be added.

A third movie title song, from the forthcoming film, "A Certain Smile," is also scheduled for an early release by the label. Meanwhile, Prexy Henry Onorati is readying plans for an album line, and expects to have at least 10 packages—including some sound-track LP's—on the market by August.

Blyer Blasts Pubs

Continued from page 3

said Blyer, professional managers should be creative. By "creative" he means they should come in with tunes for specific Cadence artists and offer ideas on how they might be recorded. "Some publishers do no work on a record," said Blyer "and in those cases I think I'm justified in asking for a rate."

Blyer's basic objection to the request for a "favor," was that under his type of operation practically every record has to count, since he has always issued a minimum of releases with a maximum amount of promotion and production care lavished on each disk.

His "hit" percentage is remarkably good. In the last eight years (since the inception of Cadence) the label has only released 116 singles, but 33 of those disks hit the Billboard's best selling chart and six sold over a million. During the last 12 months Cadence has released 34 singles—11 of which hit the "top 30" chart and three of which were million sellers. Since January of this year, the label has released nine singles, six of which have hit the best selling charts and one (the Everly Brothers' "All I Have to Do Is Dream") already a million seller and currently the No. 1 record in the country.

Blyer opines that he maintains his "hit" percentage by right material; paring his singles artist roster to the minimum (current list includes only the Everly Brothers, the Chordettes and Andy Williams, all of whom are on the charts right now) and refusing to release a disk until it survives a flock of "auditions." These "auditions" include hearings by Blyer's teen-age daughter and her friends, repeated private spinnings for himself, etc.

Opposition to Smathers Bill

Continued from page 4

for ASCAP music publishers, Leo Feist, Robbins, and Miller Music, plus M-G-M recording, said: "WMGM programs solely on the basis of what the public wants. Out of a total of nearly 2,000 selections performed over a given period, only 73 were owned by Loew's own music publishers, and only 56 were M-G-M record selections." The stations bases its music programming on estimates of audience, with the aid of surveys by Nielsen, Hooper, Pulse and Trendex, said Tolchin, with no record to labels or performance licensing.

Biting the Hand

Columbia Records' Lieberman lit into hand-biting by songwriters who claimed that the net-owned company favored BMI tunes.

Columbia pop releases in 1957 were 60.2 per cent ASCAP as against 39.3 per cent BMI, said Lieberman. In contrast, best sellers in pops in the stores were only 27.3 per cent ASCAP and 72.6 per cent BMI. The net-owned record company's pop singles, therefore, show a "much higher percentage of ASCAP" than do top-selling records in stores for the entire industry, said Lieberman. (figures were from The Billboard, as were many of the industry statistics quoted in hearing testimony).

Lieberman also went to bat for Columbia's a.&r. topper, Mitch Miller, on the "payola" charge. Lieberman said pre-trial testimony in the songwriter court suit, in which Mitch acknowledged payments from three songwriters, had failed to show that the money was paid for editing and writing help—not to get the songs recorded.

However, Lieberman noted that as of last year, Columbia's policy forbade any payment on any basis to its a.&r. men. Pastore said: "I applaud you for that."

Lieberman also denied Miller was a prime mover of rock and roll and responsible for over 1,000 records in that category since 1948, as Schwartz testimony had claimed. Mitch handles only the "pop" category at Columbia, while the rhythm and blues music has been under the separate "Okeh" label in the record company since 1940, said Lieberman.

15-Year Figures

Lieberman statistics showed that only one of the 50 best selling rhythm and blues tunes of 1957, as tallied in The Billboard, was a Columbia label. Over-all, only 24 rhythm and blues were recorded in 1956 and 34 in 1957 on the Columbia label, said Lieberman. For the entire period, 1940 to 1955 only 38 per cent of all r.&b. on Columbia were BMI tunes, as against 46 per cent by ASCAP writers.

Pastore was interested in Lieberman disclosure that all radio and TV outlets could get Columbia pop single output for \$5 per month, and "not less than 130 pop and classical album releases" for a total of \$100, as against retail value of \$520.

Pastore tied this in with the Martha Rountree testimony that she had trouble getting "Good standard ASCAP albums." He remarked, of the special Columbia offers: "Then you would have no reason to repress or hinder the sale of such records—the more you sold, the more money you make." Lieberman agreed: "That's exactly right, Senator."

Victor records spokesman, Marek, said net-owned record companies are only two out of five majors, and that Victor's share is between 18 and 25 per cent of the total output of over 1,300 labels in the country.

In the hit field, quoting The Billboard figures, Marek noted that in 1957, indies had over 70 per cent in pop single field. The net-owned companies accounted for about 23 per cent. The race for good material is "hourly," and to

the swift"—and no one in the music or broadcast industry can afford to favor a licensing group or a label, said Marek. Talent also has a "strong voice" in the choice of music.

More ASCAP standards were released on the Victor label "after the advent of BMI than before," said Marek, in rebuttal to Schwartz's testimony that standards had dropped in performance. In a list of alleged by-passed songs by Kim Gannon, Burton Lane, Joan Whitney, and DuBose Hayward-Gershwin tunes, Marek figures showed 70 releases of these tunes on Victor prior to 1948 and 210 after that year. In 1956-57, ASCAP had 58 per cent of the total Victor output of over 17,000 copyrighted selections, Marek said.

He noted with amusement that NBC actually forbade the use of its RCA Victor disks on broadcasts from 1932 to 1937, labeling them "not licensed for radio broadcast." The network even sued one outlet for excessive repetition of a Victor record, as "detrimental" to its sale.

Como Neglects Own

In the same vein, NBC counsel, Joseph McDonald, pointed out that from September, 1957, thru March 1, 1958, NBC star Perry Como featured 596 selections, out of which only 7 were his Victor-recorded songs, and each was sung only on an average of three times.

McDonald produced extensive statistics to show that nets have a high ratio of ASCAP to BMI tunes, using a sample week of February 7 to 13, 1958.

In New York, NBC outlets gave ASCAP music between 80 and 87 per cent, BMI about 11 per cent, or close to a four to one ratio, for the sample weeks. In Washington the ASCAP percentage was 83 and BMI about 12 per cent. In Chicago, the ratio was about three to one, ASCAP favor; in Philadelphia, two to one, and in L. A., about 55 per cent ASCAP to 31 per cent BMI.

Net-owned labels also played a minor role in net broadcasting, said McDonald, in WRCA, AM and TV, New York, a total of 76 labels were used during the sample week in February: Capitol Records led with 120 ASCAP tunes, 26 BMI; Victor had 176 ASCAP, 12 BMI tunes; Columbia had 175 ASCAP, 11 BMI, out of a total of 1,261 selections. Out of the 1,261, ASCAP had 1,014 tunes, or 80 per cent, to BMI's 145, or 11.5 per cent. (See separate story.)

On the inescapable topic of musical taste, Victor's Marek noted that youngsters today favor the "strong, nervous beat" for reasons of their own: "Let us not be deluded into taking up a foolish and insupportable charge by songwriters who, at least for the moment, have been unable to gain the favor of today's teen-age group."

Hearings will resume July 15, with songwriter rebuttal to be given by SPA counsel John Schulman.

Capitol Names S. Greenspan

HOLLYWOOD — Seymour Greenspan last week was named operations manager of Capitol Records Distributing Corporation's Chicago Branch. He succeeds Steven Hegedus who resigned.

Greenspan joined Angel Records (which was purchased by Capitol Records, Inc., effective in January this year) on February 1, 1957, as Midwest Depot Manager. Since January 1, 1958, he has been supervisor of CRDC's Chicago sub-branch. From 1949 to 1957, Greenspan was associated with K. O. Asher, Inc., Chicago record distributor, in an executive position.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 17
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	OH, LONESOME ME (BMI)—Don Gibson	1	14
	I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
2.	ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	2	5
	CLAUDETTE (BMI)—Cadence 1348		
3.	WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	3	6
	Doncha' Think It's Time (BMI)—Vic 7240		
4.	JUST MARRIED (BMI)—Marty Robbins	4	8
	STAIRWAY OF LOVE (ASCAP)—Col 41143		
5.	BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	5	18
	Big River (BMI)—Sun 283		
6.	JACQUELINE (ASCAP)—Bobby Helms	9	3
	Living in the Shadow of the Past (ASCAP)—Dec 30619		
7.	BREATHLESS (BMI)—Jerry Lee Lewis	6	11
	Down the Line (BMI)—Sun 288		
8.	CURTAIN IN THE WINDOW (BMI)—Ray Price	8	8
	It's All Your Fault (BMI)—Col 41105		
9.	SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	7	7
	Why Don't You Haul Off and Love Me (BMI)—Vic 7127		
10.	MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Ricky Nelson	12	6
	BELIEVE WHAT YOU SAY (BMI)—Imperial 5503		
11.	STOP THE WORLD (BMI)—Johnnie and Jack	13	12
	Camel Walk Stroll (BMI)—Vic 7137		
12.	I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	14	11
	She's No Angel (BMI)—Dec 30551		
13.	IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	15	4
	Blue Grass Skirt (BMI)—Vic 7203		
14.	CRYING OVER YOU (BMI)—Webb Pierce	16	2
	You'll Come Back (BMI)—Dec 30623		
15.	YOUR NAME IS BEAUTIFUL (ASCAP)—Carl Smith	11	11
	You're So Easy to Love (BMI)—Col 41092		
16.	WHAT MAKES A MAN WANDER? (BMI)—Jimmie Skinner	20	4
	We've Got Things in Common (BMI)—Mercury 71256		
17.	SECRETLY (ASCAP)—Jimmie Rodgers	19	2
	Make Me a Miracle (ASCAP)—Roulette 4070		
18.	DON'T (BMI)—Elvis Presley	10	17
	I Beg of You (BMI)—Vic 7150		
19.	I LOVE YOU MORE (BMI)—Jim Reeves	—	1
	Overnight (BMI)—Vic 7171		
20.	GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	—	1
	Come In, Stranger (BMI)—Sun 295		
20.	PINK PEDAL PUSHERS (BMI)—Carl Perkins	17	8
	Five After Five (BMI)—Col 41131		

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MAY 17
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	JUST MARRIED—Marty Robbins	2	8
	Col 41143—BMI		
2.	OH, LONESOME ME—Don Gibson	1	15
	Vic 7133—BMI		
3.	CURTAIN IN THE WINDOW—Ray Price	6	13
	Col 41105—BMI		
4.	GUESS THINGS HAPPEN THAT WAY—Johnny Cash	—	1
	Sun 295—BMI		
5.	I CAN'T STOP LOVING YOU—Kitty Wells	4	13
	Dec 30551—BMI		
6.	SEND ME THE PILLOW YOU DREAM ON—Hank Locklin	5	9
	Vic 7124—BMI		
7.	BALLAD OF A TEENAGE QUEEN—Johnny Cash	3	19
	Sun 283—BMI		
8.	WHAT MAKES A MAN WANDER?—Jimmie Skinner	10	6
	Mer 71256—BMI		
9.	WEAR MY RING AROUND YOUR NECK—Elvis Presley	13	4
	Vic 7240—BMI		
10.	STAIRWAY OF LOVE—Marty Robbins	—	4
	Col 41143—ASCAP		
11.	ALL I HAVE TO DO IS DREAM—Everly Brothers	8	3
	Cadence 1348—BMI		
12.	COLOR OF THE BLUES—George Jones	15	5
	Mer 71257—BMI		
13.	I CAN'T STOP LOVING YOU—Don Gibson	—	9
	Vic 7133—BMI		
14.	IT'S A LITTLE MORE LIKE HEAVEN—Hank Locklin	9	4
	Vic 7203—BMI		
15.	HEY! MR. BLUEBIRD—Ernest Tubb and Wilburn Brothers	—	1
	Dec 30610—BMI		

• Reviews of New C&W Records

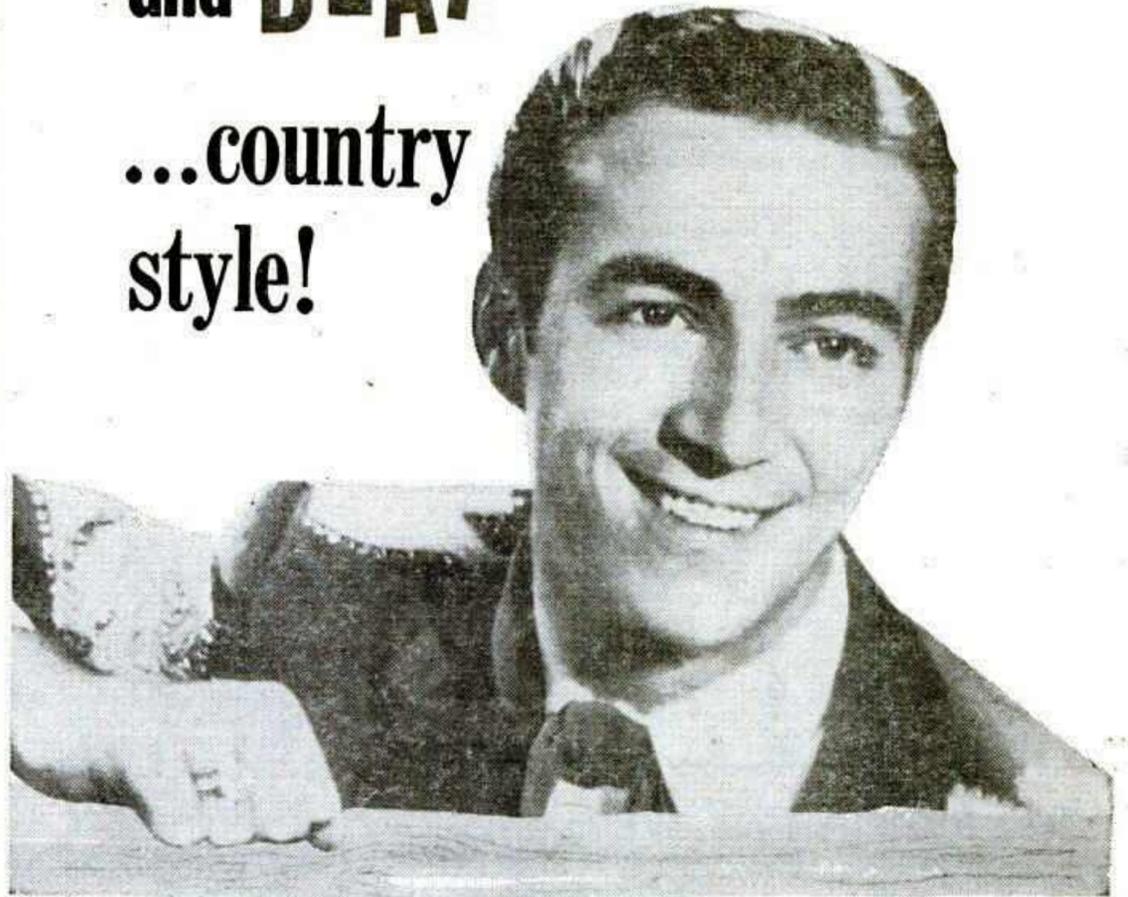
"LITTLE" JIMMY DICKENS
I Got a Hole in My Pocket.....78
COLUMBIA 41173—A blues, with plenty of real flavor. Dickens' vocal is backed with funky guitar stylings. Lyric, as well as the song construction, catches the blues feeling. (Acuff-Rose, BMI)
Me and My Big Loud Mouth.....75
The fetching country novelty belted out in solid fashion by Dickens, to a

swinging backing which uses traditional fiddles and guitars styling. (Cedarwood, BMI)

DOC WILLIAMS
Old Ladies' Home.....77
DOT 15759—A sad, sad tale here of that little old lady who sits alone in her rocking chair. This one really

(Continued on page 47)

BALLAD
and BEAT
...country style!



RECORD NO. 3982

FARON YOUNG

BEAT
➔

ALONE WITH YOU

BALLAD
➔

EVERY TIME I'M KISSING YOU

Personal management Hubert Long Talent, Inc.
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• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

NO SELECTIONS THIS WEEK.

• Reviews of New R&B Records

DONNIE ELBERT

I Want to be Loved But Only by You . . . 79
DELUXE 6164—Emotion-packed falsetto vocal on attractive Savannah Churchill oldie. Could step out. (Melrose, ASCAP)
Someone Made You for Me . . . 78
Expressive reading of moving ballad. Solid entry for coin. (Jay & Cee, BMI)

PAUL GAYTEN

Windy . . . 77
ARGO 5300—Watch this one. It's a simple, haunting tune, done instrumentally, with a penny-whistle effect, and a catchy rhythm. Makes for different programming and has distinct appeal. (Arc, BMI)
Tickle Toe . . . 77
Swinging, relaxed instrumental, with facile, honky-tonk piano, and an attractive slurring alto. Again, unusual wax. (Arc, BMI)

GAYLON CHRISTIE

Hootchi Cootchi Man . . . 76
FAME 503—Finie old-fashioned Southern blues is handled in solid manner here by Big Jim Lawrence, supported by Christie and the Downbeats. Southern locations can use if exposed. (Arc, BMI)
It Might Have Been . . . 72
Dale McBride handles the vocal on this effort with Gaylon Christie and the Downbeats. The songs is a countryish pop ballad. (Mel-Mat, BMI)

LULU REED

Anything to Say You're Mine . . . 75
ARGO 5298—A bluesy item, with individuality in the chick's vocal, and heart in the instrumental performance, particularly the horns. Deejays looking for a fresh fem voice have it here. (Arc, BMI)
Give Me the Right . . . 74
A rock and roller. Again the chick belts out a good blues, with authentic backing, notably a solid tenor solo. (Arc, BMI)

LIGHTNIN' HOPKINS

My Little Kewpie Doll . . . 73
HERALD 520—A fine Southern-style blues, chanted in Hopkins' best style, with funky guitar accompaniment. Lovers of the blues will like this item. (Sherlyn, BMI)
Lightnin' Don't Feel Well . . . 73
Another fine Southern blues, full of pathos and true folk feeling. Makes a great disk for the fans together with the flip. (Sherlyn, BMI)

THE SWALLOWS

We Want to Rock . . . 73
FEDERAL 12328—Rock and roller, with a rhythm that drives right along. Despite routine lyric, side picks up steam midway. (Jay & Cee, BMI)
Rock-a-Bye Baby Rock . . . 69
Another rock and roller, with a gimmick phrase in the lyric. Adequate. (Jay & Cee, BMI)

ON THE BEAT

• Continued from page 12

tern of established, hit-making indies, reaching a semi-major status. Cadence and Dot, both of which have had their share of hits, have eight current chart records between them, and Cadence, with five, is second only to Capitol with six. On the other hand, some of the indies that have known very hot pop chart days in the past, seem to have reached something of the position in which the four majors found themselves only a few months ago, when everyone was talking about how the small "left field" outfits were murdering the big fellows.

Today's charts have their share of new hot labels, with their first and second hits. But they are taking their toll not of the majors, who are doing better than they have in a long time, but of the indies who were formerly doing all the murdering of the majors. Recently established diskeries, each with a current hit, include Argo, Challenge, Fargo, Arwin, Felsted, Laurie, Demon and Swan. Only in a couple of these cases, however, were the hits bought from somebody else. These outfits are making it on their own, possibly choosing to go all the way with their property rather than sell it for a flat price. This in itself probably accounts partially for the diminished activity on the chart level of bought masters. Perhaps those companies who've become the tra-

ditional master buyers and exploiters, better watch their step. Maybe the indie producers are keeping their hottest masters for themselves, the while selling off what they consider their less hot properties to unwary diskers via the big hype routine.

Recently, the disk business got on what was called a clothing, or apparel kick. Now things seems to be swinging in the direction of edibles. "Tequila," of course, is not strictly what you would call an edible, but it's mighty hot on the palate. Also currently on the charts is "Sugar Moon," by Pat Boone and "Sugartime," by the McGuire Sisters, as well as "Lollipop" by the Chordettes. This week a new batch of titles came along, suggesting that maybe a few disk makers are hungry. Sandee Moore had "Goody Gumdrops"; "Ice Cream Man" came along by Leslie Uggams; while the Pee Wees had a new side titled "Tootsie Roll."

Atco Records is crowing about a couple of hot new ones in "Yakety Yak" by the Coasters and "Kiddy Car Lover" by the Sensations, featuring Yvonne Mills. Several weeks ago this column discussed teen-age romance, but we didn't quite reach such a relatively early stage as the kiddie car bracket. . . . Earl Bostic has a pair of new LP's on King, titled "Bostic Rocks" and "Bostic Showcase." . . . Verve Records mahoff, Norman Granz, has signed British band leader Johnny Dankworth to make disks directly aimed at the U. S. market. These will be cut starting June 1. . . . Jimmy Helms, new pactee of East-West Records, whose current disk is "Senior Class Ring," opens at the Beach Auditorium, Nashville, for two weeks on May 29, along with the Casuals and the Sprouts.

The Big Bill Broonzy benefit concerts, held in London in (Continued on page 47)

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 17

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Looking Back, Nat King Cole, Cap.
2. All I Have to Do Is Dream Everly Brothers, Cdc.
3. What Am I Living For? Chuck Willis, Atl.
4. Johnny B. Goode, Chuck Berry, Chs.
5. Twilight Time, Platters, Mer.
6. For Your Love, Ed Townsend, Cap.
7. Witch Doctor, David Seville, Lib.
8. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.
9. Chanson D'Amour Art & Dotty Todd, Era
10. Come What May, Clyde McPhatter, Atl.

Charlotte

- 1. Witch Doctor, David Seville, Lib.
2. He's Got the Whole World in His Hands Laurie London, Cap.
3. Johnny B. Goode, Chuck Berry, Chs.
4. Twilight Time, Platters, Mer.
5. Don't You Just Know It Huey Smith, Ace
6. All I Have to Do Is Dream Everly Brothers, Cdc.
7. Book of Love, Monotones, Argo
8. Tequila, Champs, Chal.
9. Wear My Ring Around Your Neck Elvis Presley, Vic.
10. For Your Love, Ed Townsend, Cap.

Chicago

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Johnny B. Goode, Chuck Berry, Chs.
3. Twilight Time, Platters, Mer.
4. Jennie Lee, Jan & Arnie, Arwin
5. Talk to Me, Talk to Me Little Willie John, King
6. Witch Doctor, David Seville, Lib.
7. To Be Loved, Jackie Wilson, Brk.
8. Wear My Ring Around Your Neck Elvis Presley, Vic.
9. Looking Back, Nat King Cole, Cap.
10. Do You Want to Dance? Bobby Freeman, Josie

Cincinnati

- 1. Talk to Me, Talk to Me Little Willie John, King
2. Looking Back, Nat King Cole, Cap.
3. What Am I Living For? Chuck Willis, Atl.
4. Twilight Time, Platters, Mer.
5. For Your Love, Ed Townsend, Cap.

Detroit

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Witch Doctor, David Seville, Lib.
3. Twilight Time, Platters, Mer.
4. Looking Back, Nat King Cole, Cap.
5. Do You Want to Dance? Bobby Freeman, Josie
6. Johnny B. Goode, Chuck Berry, Chs.
7. Big Man, Four Preps, Cap.
8. Chanson D'Amour Art and Dotty Todd, Era
9. Secretly, Jimmie Rodgers, Rit.
10. Wear My Ring Around Your Neck Elvis Presley, Vic.

Los Angeles

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Twilight Time, Platters, Mer.
3. Looking Back, Nat King Cole, Cap.
4. Witch Doctor, David Seville, Lib.
5. He's Got the Whole World in His Hands Laurie London, Cap.
6. Wear My Ring Around Your Neck Elvis Presley, Vic.
7. For Your Love, Ed Townsend, Cap.
8. Lazy Mary, Lou Monte, Vic.
9. Big Man, Four Preps Cap.
10. Chanson D'Amour Art and Dotty Todd, Era

New Orleans

- 1. What Am I Living For? Chuck Willis, Atl.
2. Witch Doctor, David Seville, Lib.
3. To Be Loved, Jackie Wilson, Brk.
4. Twilight Time, Platters, Mer.
5. Looking Back, Nat King Cole, Cap.
6. Talk to Me, Talk to Me Little Willie John, King
7. Johnny B. Goode, Chuck Berry, Chs.
8. Skinny Minnie Bill Haley and His Comets, Dec.
9. For Your Love, Ed Townsend, Cap.
10. He's Got the Whole World in His Hands Laurie London, Cap.

New York

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Witch Doctor, David Seville, Lib.
3. Twilight Time, Platters, Mer.
4. You, Aquatones, Fargo
5. Secretly, Jimmie Rodgers, Rit.
6. Book of Love, Monotones, Argo
7. Johnny B. Goode, Chuck Berry, Chs.
8. Wishing for Your Love Voxpoppers, Mer.
9. Talk to Me, Talk to Me Little Willie John, King
10. I Wonder Why Dion and the Belmonts, Laurie

Philadelphia

- 1. Looking Back, Nat King Cole, Cap.
2. What Am I Living For? Chuck Willis, Atl.
3. Twilight Time, Platters, Mer.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 17

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throuthout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 R&B records across various cities like Atlanta, Charlotte, Chicago, Cincinnati, Detroit, Los Angeles, New Orleans, New York, Philadelphia, St. Louis, and Washington, D.C.

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MAY 17

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuthout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 most played R&B records by jockeys across various cities.

LET'S PLAY PEEK-A-BOO WITH THIS ONE "BABY WHAT AM I GONNA DO" b/w "SAY YOU LOVE ME" SMOKEY ARMEN and the SCHOONERS CP-102 DISTRIBUTORS: CHOICE TERRITORIES STILL OPEN D.J.'S WRITE FOR FREE COPY PEEK-A-BOO-RECORDS 13 Highland Ave., Newark 4, N. J. ESsex 4-5303

• This Week's C&W Best Buys

BECAUSE I'M A DREAMER (Charlene-Tree, BMI)—Mary and Patty —M-G-G 12625—The side is getting action in most of the major c.&w. marts. Elsewhere it's building. Flip is "Two Fools in Love" (Charlene, BMI).

• Review Spotlight on . . .

C&W RECORDS

NO SELECTIONS THIS WEEK.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 17

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Wear My Ring Around Your Neck
2. All I Have to Do Is Dream
3. Claudette, Everly Brothers, Cdc.
4. Jacqueline, Bobby Helms, Dec.

Dallas-Fort Worth

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
3. Stairway of Love, Marty Robbins, Col.
4. Send Me the Pillow You Dream On
5. Ballad of a Teenage Queen
6. Guess Things Happen That Way
7. Is It Wrong? Warner Mack, Dec.
8. Color of the Blues, George Jones, Mer.
9. Stop the World, Johnnie & Jack, Vic.
10. Jacqueline, Bobby Helms, Dec.

Houston

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
3. What Makes a Man Wander?
4. Stairway of Love, Marty Robbins, Col.
5. Wear My Ring Around Your Neck
6. It's a Little More Like Heaven
7. Color of the Blues, George Jones, Mer.

Memphis

- 1. All I Have to Do Is Dream
2. Come In Stranger, Johnny Cash, Sun
3. Crying Over You, Webb Pierce, Dec.
4. Stairway of Love, Marty Robbins, Col.
5. What Makes a Man Wander?
6. Color of the Blues, George Jones, Mer.

Nashville

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
3. Just Married, Marty Robbins, Col.
4. Send Me the Pillow You Dream On
5. What Makes a Man Wander?
6. It's a Little More Like Heaven
7. I Can't Stop Loving You
8. Wear My Ring Around Your Neck
9. Ballad of a Teenage Queen
10. House of Glass, George Jones, Mer.

New Orleans

- 1. Wear My Ring Around Your Neck
2. Oh, Lonesome Me, Don Gibson, Vic.
3. Breathless, Jerry Lee Lewis, Sun
4. Curtain in the Window
5. Crying Over You, Webb Pierce, Dec.
6. Stairway of Love, Marty Robbins, Col.
7. All I Have to Do Is Dream
8. Doncha' Think It's Time
9. Jacqueline, Bobby Helms, Dec.
10. Whispering Rain, Hank Snow, Vic.

St. Louis

- 1. All I Have to Do Is Dream
2. Jacqueline, Bobby Helms, Dec.
3. Wear My Ring Around Your Neck
4. Ballad of a Teenage Queen
5. Oh, Lonesome Me, Don Gibson, Vic.
6. Guess Things Happen That Way
7. Breathless, Jerry Lee Lewis, Sun

• Reviews of New C&W Records

Continued from page 45

weeps and drips and could make noise in the more rural marts. (Caesar, ASCAP)
The Cat Came Back...74
Tune tells of a cat (feline variety) who has an intense desire to stick around the house. Flip appears more likely. (Altoona, BMI)

AUTRY INMAN
The Hard Way...77
RCA VICTOR 7260—A country effort with a message about death, hearses, nagging women, and the demon rum, is handed a first rate reading by Inman, over appropriate support. Should get country interest. (Tree, BMI)

Nary Nell...72
On this side Inman turns his attention to a rockabilly item and hands it an Elvis styled reading. (Tree, MI)

THE LOUVIN BROTHERS
She Didn't Even Know I Was Gone...76
CAPITOL 3974—Brothers wail with sock emotional impact on moving weeper. (Central Songs, BMI)
My Baby Came Back...76
Attractive performance by team on appealing ditty with catchy tempo. (Acuff-Rose, BMI)

PATSY CLINE
Let the Teardrops Fall...75
DECCA 30659—The lass belts out a blues rocker with strong country flavor. Solid guitar backing too. It's worth spins. (Four Star, BMI)
Come On In...74
A swinging ricky-ticker with horns, is sold solidly by the thrush over the hand-clapping rhythm. Two good country sides by Patsy. (Four Star, BMI)

JOHNNIE BAILES
So Much...74
DECCA 30635 — Johnnie Bailes, backed by himself via dubbing, sings this listenable effort neatly over good combo support. (Cedarwood, BMI)

It's Bound to Happen...73
Country ballad with a moral is sung with feeling by Bailes on this new release. Webb Pierce is one of the writers of the tune. (Cedarwood, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

GLEN CAMPBELL: I've Got to Win/Dreams for Sale—Ceneco 1324
WEYMAN PARHAM: Hang Loose/Deserted—Staro 001

SPA Now AGAC

Continued from page 4

lishers Protective Association's recent refusal to attend AGAC meetings until Guild officials submit "the points they wish to discuss in writing," the Guild told the members Thursday that they (AGAC) prefer to sit down and discuss mutual problems first before summing up the situation on paper.

Present at the meeting was Eric Maschwitz, veepee of the Songwriters Guild of England and director of light programming for the BBC. Maschwitz told the members American songwriters should be glad they at least collect when their tunes are played on juke box in England, since British clefters can't collect when their songs are played on U. S. boxes.

The AGAC has scheduled a council meeting for this Tuesday (27), at which election will be held for a new council and honorary council.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Nat Nigberg's "Country America" (KABC-TV, Los Angeles) featured Mac Wiseman, Dot artist, and Jody Reynolds, of Demon Records, in the May 24 show, and has set Bob Wills and the Texas Playboys for May 31 and the Merry Macs for June 7. Show regulars are emcee Joe Allison, Ginny Jackson, Debby Kay, Lefty Frizzell, Freddie Hart, Betsy Gay, Jerry Wallace and Bobby Bruce's Hometown Band. . . . The Wilburn Brothers headlined a pair of cerebral palsy benefit shows May 24 at the Coliseum, Ottumwa, Ia. Also in the show were Jack Reno, local deejay; Rex Morris and band, Ottumwa, and Robert Littlejohn, St. Louis TV personality.

Cousin Bud, who is doing a series of c.&w. record shows on WTTB, Vero Beach, Fla., is in need of country and gospel disks. . . . Guest line-up of the May 24 "Louisiana Hayride over KWKH, Shreveport, La., included Melvin Endsley, Salty Holmes, Bobby Roberts, Jimmy and Johnny, Johnny Horton, Jimmy Martin and the Sunny Mountain Boys, Carl Belew, Tony Douglas, the Four B's, Mallie Ann, Linda Brannon and Jerry Kennedy. Homer and Jethro will make their first appearance on the Saturday (31) show, and James O'Gwynn will be back from a successful Canadian tour.

Cast regulars in the new "Dominion Barn Dance," 8 to 10:30 p.m., Saturdays, Richmond, Va., include Zag Pennell, Country Cavaliers, the Bent Mountain Boys, Chief Floyd Atkins, Gene Boggs, the Carolina Buddies, Dewey Ritter, Dusty Briggs, Dean Greer, Joe Stone, Bobby Atkins and the Dixie Mountaineers and Rusty Adams. Guests on the Saturday (24) show were the Don Reno-Red Smiley Tennessee Cut-Ups.

Billy Clifton reports that he is taking the Dixie Mountain Boys into Washington, D. C., on Friday (30) to play for Don Owens in Glen Echo Park Ballroom. . . . According to reports, Bill Flagg's new release on M-G-M, "Doin' My Time," has climbed high on the Hartford, Conn., popularity charts and its popularity is now spreading in the South. Bill and his unit, the Rockabilies, are currently playing New England territory and in mid-June go south for personal appearances. Recently added to the Clifton roster is Gloria Campbell, personal manager, leaving Ray Hobson free to handle bookings. . . . Bill Browning and His Echo Valley Boys recently joined the "WVVA Jamboree," Wheeling, W. Va. Browning's latest release on the Island label is "Dark Hollow." Browning and band are set for shows in New York, New Jersey and Maine, starting May 27 in Wyoming, N. Y., and closing June 2 in Maine.

Dot recording artist Marvin Hughes is the new musical director at Station WSM, Nashville, succeeding orchestra leader Owen Bradley, who resigned the post recently to become a&r. rep for Decca. . . . Smiley Monroe is still a Friday and Saturday night regular at Riverside Rancho, Pasadena, Calif., but does occasional guest shots in other towns on Saturdays. On May 10 he did a date at Hinkley, Calif., along with the Blair Sisters and the Arizona Bad Man.

Nan Castle, 17-year-old vocalist from Cooper, Tex., who was a Godfrey "Talent Scout" winner last June, is back in New York for a series of appearances on the Godfrey radio and TV shows. Nan, who appears on "Red River Jamboree," Paris, Tex., has her own radio show over KSST, Sulphur Springs, Tex. Recent guests on the "Jamboree" were the Belew Twins, May 10; the Hill Kids and the Rock-Its with Lee Cole, Dallas, May 17, and Joe Poovey, Eagle Records, May 24. The Harmony Boys, KWHN, Fort Smith, Ark., also did a recent guest shot on the show.

According to Bob Day, WLBZ, Bangor, Me., spinner, a recent popularity survey of country music in Central Maine produced a surprise in the form of many requests for Johnny Bailes' "I Owe It to My Heart." Day, just back from a trip thru New York, Ohio and California, said he intends to make regular surveys in his area of folk music tastes.

Dee Ray Williams, country singer, songwriter and co-owner of Deorlen Music Company, is now located in Tucson, Ariz., where he will entertain as well as actively search for material to be placed in the Deorlen catalog. Williams is the writer of "Just a Little While" and "Don't Enter," recorded by Joe Carson, and "Your Love Is Wild as the West Wind," recorded by Jim Edward and Maxine Brown.

The West Coast country music field was shocked by the untimely, accidental death on May 14 of Buell Bundy, who was electrocuted when a steel pole he was erecting touched a high-power wire. More than 800 of the music trade paid their respects at a Hawthorne, Calif., funeral home. Services and burial took place May 19 in Salinas, Calif. Six sisters and two brothers survive.

Charlie Phillips worked the recent three-day firemen's benefit show in Houston with Marty Robbins, Ray Price, Johnny and Jack, and Kitty Wells. In other May dates he appeared with Johnny Cash and Danny and the Juniors. Phillips' most recent release on Coral is "Be My Bride," with "Too Many Tears" on the reverse. Both sides are beginning to move, according to Odie (Pop) Echols, of Station KCLV, Clovis, N. M., who is also Phillips' personal manager.

ON THE BEAT

Continued from page 46

March, have finally produced a sum in excess of \$3,000 for the great blues cat. The concerts were staged by the Melody Maker, leading British pop and jazz journal. . . . Leon Merian and his Decca band played a date on Mother's Day for a number of the residents of North Brothers Island, N. Y., an institution for the treatment of teen-age narcotic addicts. According to a press release, the blowing prompted the audience to "holler for more."

Advertisement for Roy Acuff's "ONCE MORE" Hickory 1073. Includes text: "NOW ON HICKORY! Roy Acuff 'ONCE MORE' Hickory 1073 If It's Country Music It's Bound To Be Good!"

Advertisement for Radio and TV Shows Available. Includes text: "RADIO AND TV SHOWS AVAILABLE for remote announcing from your favorite night clubs and lounges after June 2. Mr. Versatility Show and the Swinging Dean Show. Audition tape and details on request. Hollins Associates 4700 Kenwood, Suite 602, Chicago 15, Ill."

Advertisement for Hotel Forrest. Includes text: "HOTEL FORREST 49TH STREET WEST OF BROADWAY NEW YORK CITY REAL Theatrical Discounts for SHOW PEOPLE and MUSICIANS. LIVE in the Brightest, Newest, Biggest Rooms in Times Square! Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month. OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES Home of the Famous SPINDLETOP Restaurant. Circle 6-5252"

GIVE TO DAMON RUNYON CANCER FUND

Advertisement for Clown Costumes & Accessories. Includes text: "CLOWN COSTUMES & ACCESSORIES Circulars Free DANCE & CLOWN COSTUMES For all other occasions get in touch with THE COSTUMER 238 State St. Phone: FR 4-7442. Schenectady, N. Y." Includes image of a clown.

MCA Circus Scores For Chain of Stores In Five Texas Towns

Hubert Castle-Produced Unit Plays To 58,500 and Turnaways in Six Days

DALLAS — A circus booked by Music Corporation of America and produced by Hubert Castle, of wire act fame, scored a smashing success in five Texas towns when presented as a business builder for a Texas store chain.

In six days the circus played to an estimated 58,500 persons. Presented in football stadiums, baseball parks and rodeo arenas, the show played Brownwood, Coleman, San Angelo and Sweetwater on a one-day basis and Abilene for two days. Turnaway business was registered in a number of the towns.

Persons making purchases of \$25 or more at M System Stores, the sponsoring chain, were admitted free. Johnny Hitt, of MCA's Dallas office, booked the circus, the first used by the chain, which formerly had presented a package of acts, some of them semi names.

The success of the circus suggests that the chain may continue with a like show and also that MCA may extend its circus bookings under chain store sponsorship in other sections of the country.

Besides Castle, other key personnel of the unit included Dick Slayton, formerly of the Ringling-Barnum Circus, as ringmaster announcer, and Merle Evans, another Ringling-Barnum alumnus, as band leader. Gus Bell was superintendent of lot and properties, and Howard Bell was in charge of lights and scenery.

The six-day engagement opened May 12 at Brownwood and closed May 17 at Sweetwater.

Acts included the Roberts, Howard and Wanda Bell, Chai and Somay, Les Blue and Yvette, La Norma, Les Bons, Four Henrys, Irma and Rio, Hawthorn's Wild Animal Fantasy, Hubert Castle,

Les Geraldos, Zavatta's Dogs, Antonucci's Chimps, Henry's Dogs, Blinko; Koa, elephant act; Johnson and Owen, Freddis, Noble Trio, the Coronas, Paramount Bears, Hollywood Sky Rockets and Rietta.

Record Hops, Free Acts at Willow Grove

PHILADELPHIA — Willow Grove Park is continuing its free circus show policy this season, Manager Joe Helprin reports. Two shows will be presented daily, at 5 and 10 p.m., in the outdoor arena adjacent to the midway.

Acts contracted include Benny and Betty Fox, aerialists; the Flying Malkos, Clyde Bros.' Circus acts of Howard Suesz, and Pat Anthony's wild animal act.

The newly redecorated dance casino will feature record hops four nights a week. On Tuesdays, Thursdays and Saturdays the host will be Joe Niagara of WIBG, and on Friday nights, Dick Clark of the WFIL-TV American Bandstand show. Dance hours will be 8-11 p.m.

The park is open on a six-day schedule, with gates remaining shut on Mondays. It is the 63d straight season of service to Philadelphia and suburban residents. Jerry Katz is handling publicity again.

Lohmar's Condition Reported Critical

PEORIA—Robert L. Lohmar, veteran general agent of the Royal American Shows, was in a critical condition Friday afternoon (23) here in Methodist General Hospital where he had been a patient for three weeks following a heart attack. As of Friday afternoon, he had been in a coma for four days.

Royal Gets Off To Good Opener At Cedar Rapids

Memphis Weather, Business Are Best In Recent Years

CEDAR RAPIDS, Ia. — The Royal American Shows opened a 12-day stand here Wednesday (20) after racking up a good gross at the Memphis Cotton Carnival, where for the first time in recent years it was given good weather thru the full run of the stand.

Tee-off day here yielded good business. Strong patronage over both weekends of the run here were anticipated.

At Memphis, Leon Claxton's Harlem in Havana drew down top money. Mitzi, the show-owned revue, was second, with Gargantua II and Toto third and Dick Best Side Show fourth.

Visitors here included Ned E. Torti of the Wisconsin Deluxe Company.

Spackman Heads Illinois Park

MATTOON, Ill.—T. E. Spackman, Indiana park operator, is directing operation of a new firm that is building a beach, picnic, marina and resort development at Lake Mattoon, 1,200-acre reservoir near here. Company has a 20-year lease from the city.

Spackman said he would use the same policies as he has had at his Monticello, Ind., operation. An 1,800-foot miniature train track will join the beach and picnic areas. Space is reserved for a Kiddieland and a couple of major rides.

San Antonio Fete Yields \$2,500 Net

SAN ANTONIO — Fiesta San Jacinto Association netted about \$2,500 from April's Battle of Flowers Fiesta week, but the organization is still \$13,500 in the hole.

Altho final figures are not firm because of some outstanding bills, the \$2,500 profit was estimated by Arthur Uhl Sr., treasurer, at an association meeting held here last week at the Gunter Hotel.

The deficit built up over the past several years when rain cut seat sales at Fiesta week parades sponsored by the association.

The association re-elected 11 directors and elected Mrs. Carl H. Ricketts, James N. Martin Sr., A. J. Huffington and George Pabst to the board.

The executive committee took under study a proposal to enlarge its representation and to update the constitution and bylaws.

Park Sets Gate Fee On Out-of-Staters

Nathan's Bridgeport Plans Take Shape; Orders New Rides

BRIDGEPORT, Conn. — Close to \$250,000 has been committed by Bert Nathan and Frank Sunshine for Pleasure Beach Amusement Park improvements this season, and results are beginning to show. The operators leased the city-owned spot this spring, and plans for its re-emergence as a major outdoor fun location are ambitious.

A strong program of promotions is set to breathe new life into the ballroom operation. Included are name bands and vocalists, free acts, record hops and wrestling. Also set are fireworks thruout the season.

A major change, however, is the imposition of a \$1.50 per-person admission fee for non-Connecticut residents. The management is trying this plan in efforts to weed out potentially troublesome customers from over the New York line. Initial result has been for the Wilson Line to cancel its excursion boat service to Pleasure Beach. Connecticut patrons are free-gated, and the free admission may be reinstated next season.

A group rate will be set up for out-of-State outings, and in this way it is felt the class of patrons can be controlled by either extending or denying the rate.

A new Hot Rod has been delivered by Hot Rods of New York, and a Looper has been acquired from Neil Krimes of Coney Island. On order are a Tilt-a-Whirl and Caterpillar. The park already had a big Roller Coaster, 20-car Lusse Scooter, Whip, four-abreast wooden horse Carrousel, Pretzel, Airplane, Tumblebug, No. 12 Eli Wheel, channel boat ride, and seven kiddie rides, plus about 10 game concessions, seven eating places, Arcade, skee ball and a shooting gallery.

Several units will not operate this year. They are the swimming pool, which will be overhauled for 1959, the Old Mill ride, and a restaurant, which may be converted into dormitories next year to accommodate a permanent stock troupe for a proposed theater-in-the-round.

Nathan is well known thru his Theater Popcorn Associates concession operation in New York area theaters. He has signed Leon Newman to bring in name acts on a Saturday basis. On Fridays there

will be record hops featuring Harry Downie and Dick Alexander of WICC, Bridgeport. One night of free dancing to a local band is being donated weekly by the musicians' union. On Fridays there will be displays by Atlas Fireworks of New Hampshire. On Mondays Joe Smith will promote wrestling. There will be weekend free acts, starting Decoration Day weekend with the Great Alexander, dive for death. Sunday nights will feature locally known bands, starting with Tiny Markle, disk jockey of WABD, New Haven, and his group.

Bands, Singers Booked

Opening Saturday (31) will have Joni James with the George Williams 19-piece orchestra. June 7 has the Four Aces, Ray Eberle Orchestra, and Kathy Linden. Les Brown band is set for June 14. A house band or strolling music group may be signed for the refurbished beer garden.

New operators are stressing the slogan, "The pleasure's back in Pleasure Beach." George Tilyou built the park prior to moving to Coney Island around the turn of century. Nathan has Don Becker handling promotions and advertising, aided by John P. Kelly on publicity. Everett (Knobby) Walsh, Pleasure Beach old-timer, remains as ride superintendent. Roger Becker, mentioned as midway manager, will not be at the park but will summer at Stratford where he has a train ride. Don Becker will also aid in his father Arthur's Funland Park in the Bronx, New York, where Nathan has had concessions. Charlie Rabb is doing decorations and other art work at Pleasure Beach.

Pioneer Popcorn Firm Takes on New Concession Items

ST. LOUIS—Prunty Seed and Grain Company, long-time popcorn concession supply firm of this city, has added a line of snow, cone, candy apple and candy floss supplies. Family-owned since its founding here nine years after the Civil War, the company has its headquarters near the Eads Bridge

Lee A. Sullivan Honored; 50 Years With Eli Bridge

JACKSONVILLE, Ill. — Tributes poured in here to Lee A. Sullivan, president of the Eli Bridge Company, Ferris Wheel and Scrambler manufacturers of this city, following the completion May 18 of 50 years with the company which had been founded by his father.

Letters, wires and floral pieces were received at his office from many people in the outdoor amuse-

ment field. Company employees gathered Monday (19) at a special meeting at which Sullivan was presented with a 50-year service emblem. Open house was held at the Eli Bridge plant Sunday (25), at which time Sullivan received many friends.

Sullivan began work with the Eli Bridge Company May 18, 1908, in Roodhouse, Ill., where the company plant was then located. The company moved here in 1919.

Initially, he worked in the factory and later as secretary-treasurer. In 1932 upon the death of his father, W. E. Sullivan, he became president, a position he has filled since.

Sullivan is widely known among outdoor show people thruout the U. S. and Canada. He also is well known in the Jacksonville area for his participation in many civic and charitable activities.

He is a member of the Official Board of the Central Christian Church, the Board of Trustees of Passavant Memorial Area Hospital, is a past director of the Chamber of Commerce, a stockholder in the Morgan County Fair Association and is a Commissioner of the Jacksonville Airport Authority.



LEE SULLIVAN

Kelly-Miller Attracts Straw, Turnaway Houses

FLAGSTAFF, Ariz. — Al G. Kelly & Miller Bros. Circus did thumping big business as it crossed New Mexico and Arizona en route to California. Gallup, N. M., was the high spot, with uranium-rich Indians swelling the crowds. Some stayed to see both performances.

At Belen (15) and Grants, N. M., (16) business was good. Gallup came on Saturday (17), with crowds assembling early in the day. The afternoon show was a strawed turnaway, with people lined at the ticket windows until 3:30 p.m., after the show was under way.

That night the big top was strawed again and customers were turned away. The ticket window was closed at 9 p.m., but on demand of the crowd it was reopened for 40 minutes and more people crowded inside, until there was no

more room. Ticket men said big denomination bills were the rule, with even youngsters flashing them.

Next day at Holbrook, Ariz., for a Sunday (18) afternoon-only schedule the show scored a turnaway. Winslow, Ariz., on Monday (19) gave a full afternoon and capacity night. At Flagstaff on Tuesday (20) the show had a capacity afternoon. Up to that hour the new big top ordered by the show had not arrived. It was expected here and would be needed for the California tour. Other top was damaged in a recent storm.

Earlier, the show had only fair business at Fort Sumner and Santa Rosa, N. M., but a straw house at night in Sante Fe (14).

Show has been moving well and speedily, with no accidents.

Record 9 Bid for Allentown Talent

Extra Meetings Required; Work Set On New Offices, Press Headquarters

ALLENTOWN, Pa.—With nine grandstand organizations on hand last Wednesday (21), the Allentown Fair's committeemen were compelled to delay even further their decision on this fall's entertainment. Additional meetings were scheduled for Saturday (24) and Monday (26) to weed out the propositions.

The response was overwhelming, and was credited to two generally known pieces of information. On the one hand, the fair has employed three agencies for its grandstand in the last three years (George A. Hamid, Music Corporation of America and Willard Alexander). On the other, it has made no secret of its desire for a Western show.

The grandstand week is being broken down into three segments — Monday - Tuesday, Wednesday - Thursday, Friday - Saturday. One,

two or three bookers or producers will get the awards.

Producers Listed

The following were at the fair on Wednesday: George Hamid Jr. of GAC-Hamid, Randy Avery of Barnes-Carruthers, Ed Rubin of MCA, Ward Beam with the Black Diamond Rodeo and other attractions, Les Wingett of L-Bar Ranch Rodeo, Al Tansor of Al Tansor Rodeo, Western producer Gene Madison, and a delegation from the Rodeo Cowboys' Association who were assigned by RCA President Lex Connolly.

On the grounds, the fair is renovating the old secretary's office in its grandstand for a ground-floor press headquarters. All administration offices will now be located in the 17th and Chew Streets entrance building, General Manager Ed Liedig reports. Also under construction are a new ticket office and a headquarters for judges and entry clerks.

The premium book will follow on the heels of a Tuesday (27) meeting of all youth, agricultural, fowl and other groups involved in premium awards.

Liedig did extensive visiting during his Florida vacation last winter, including the Florida State Fair in Tampa, the fair in Orlando, and to Sarasota, where a building is being studied with an eye to a similar structure at the Allentown Fair in 1959. The midway award was settled several weeks ago in favor of the World of Mirth Shows which included an Indian Village among its commitments.

MOISEYEV SRO A MAIL-ORDER SALE TRIUMPH

NEW YORK—One of the most impressive advance sale scores has been chalked up by the Hurok office, which has the Moiseyev Dance Company of Russia booked into Madison Square Garden for eight performances beginning June 20. With a month remaining, all of the 100,000 available seats are bought up except for \$2 ones in the balcony, and almost all sales were mail orders. Seven hundred standee tickets will be sold for each show.

Bookings Up For Caudle Space Exhibit

NEW YORK—Probability of a third major fair and leasing of two units abroad are recent achievements of the satellite display produced by Charles Caudle's scientific Productions, Ltd.

Deals had been set with the DuQuoin (Ill.) State Fair and Pacific National Exhibition, Vancouver. Caudle is in final stages of negotiation for a space exhibit at the Greater Grand Forks (N. D.) State Fair.

Roake Enterprises of Turanga, New Zealand, will run a unit in that country and a second in Australia beginning in August, it is reported.

Department store bookings have been encouraging since the year began. A unit is in K. L. Hudson's, Detroit, and will go to Famous-Barr in St. Louis, then Meier and Frank, Portland, Ore. Another was flown up to Goose Bay, Labrador, and back for a showing to Strategic Air Command personnel of Canada and the U. S.

3-Show Crowds On Cristiani

SILVER SPRINGS, Md.—Cristiani Bros. Circus gave three shows to handle the crowds here on the second of a two-day stand (20-21). Show also did well in Hagerstown, Md., Monday (19), with a pair of near-full houses.

Move to Silver Springs was marred by weather and truck troubles. Tractor was used to cut a new road into the lot and all units had to be pulled on. Two trucks were delayed en route. First day's afternoon show was scheduled for 4 p.m. and was later but was well attended. That night the show had about 3,000 people.

Second day had the street parade in the morning, and big business followed. Afternoon was filled. Regular night show was a turnaway and an extra show was added to accommodate about 1,300 more people.

Among distinguished visitors were Dr. and Mrs. William Mann and Mr. and Mrs. Melvin Hildreth. Show is using a special tractor for handling seat lumber and wild animal act's cages. The circus has been using a combination menagerie and Side Show under a top too small for all it is to contain. The separate menagerie and Side Show set-up is to be started at Philadelphia. Ramon Escorria, formerly with Merle Evans, now has the Cristiani band. Bill Valentine visited his brother's flying act here and took part in the performance.

Earlier, the show had strong houses at Charleston, W. Va. (10-11); better than half houses at Charleroi, Pa., (15), and near-full and full houses at Greensburg, Pa. (16).

Messmores End Europe Tour

NEW YORK — Francis Messmore and wife have returned from their month-long tour of Europe, which included an audience with the Pope and visit with the President of Italy. The couple, of Messmore and Damon, exhibit-display firm, were guests of the U. S. at ribbon-cutting at the American pavilion at the Brussels World's Fair. They also went to the International Trade Fair in Milan and viewed the Explorer satellite exhibits they made for U. S. Information Service, in London, Paris and Rome.

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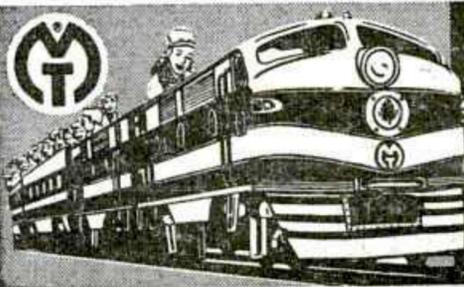
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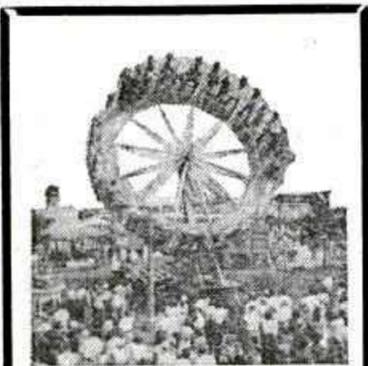


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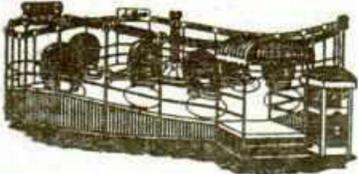
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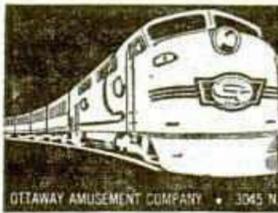
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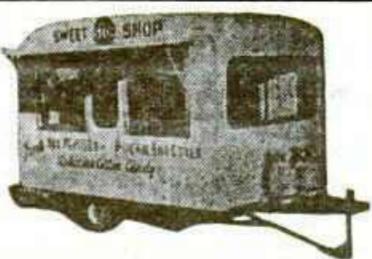


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ARENAS & AUDITORIUMS

Show for Shows Planned; Calif. Idea; Aerial Arena

By TOM PARKINSON

COMING UP AT THE New York Coliseum is a Show for Shows, the Exhibit Advisory Council's eighth annual clinic and exhibit. Here exhibit builders and managers as well as exposition producers will be using their own mediums to sell their own services. They will be at their best.

The Exhibitors Advisory Council, of course, is made up of companies who exhibit in trade shows and expositions and who are most interested in bettering the shows and their parts in them.

This year's theme is: Put "Show" in your sales program in 1958. And the three days of panel discussions are scheduled to include participation by exhibit and exposition people as well as the marketing, advertising and sales executives of participating companies. These firms include many of the nation's leading manufacturing corporations.

Of special interest to the auditorium-arena-exhibition hall field will be the Show for Shows Exhibit. Surely this should prove to be among the best and most advanced of exhibits, a showcase for new ideas of value to all in the industry.

ONE EXHIBITION idea which the Oakland, Calif., participants believe is new was produced at the Oakland Arena recently. The principal departure in its set-up was that one retailer rented the space and then gave it to his suppliers.

The retailer operates an industrial photo supply company, and the show was produced on his initiative and investment. He rented the space, booths, and services and he provided advertising.

Then he invited the manufacturers and suppliers to take part. Their expenses were limited to those of bringing and operating their displays. There were 55 booths, each displaying a different product, each product for sale in the retailer's store.

Manufacturers seemed pleased with the show and they displayed several brand-new products and advance experimental models. The show featured also a large rear projection screen which allowed visitors to walk into scenes of foreign places. Then the combination of people and places was telecast on a closed circuit in the building.

BACK EAST, the latest development in the long discussion at Hartford, Conn., about a proposed auditorium concerns the municipal parking garage at a downtown location. Operators have suggested that the auditorium be built atop the six-floor parking facility.

Western Unit On Tap for Long Is. Arena

WEST HEMPSTEAD, N. Y.—The new Island Garden Arena, which scored solidly with a circus promotion during Easter week, is following with a rodeo date. Owner Arnold (Whitey) Carlson has Ward Beam's Black Diamond Rodeo booked in for 17 shows during the June 21-29 period.

Wrestling has been staged twice with success and a third offering is set for June 6. There are 6,000 seats in the quonset-styled hall, and wrestling has averaged two-thirds per show, so far.

Reserves for the Black Diamond event will be \$3 for adults and \$1.50 for kids. General admission is \$2, and kids' price is 90 cents, or 60 cents with a discount ticket. The cut-rate tickets were landed in schools and supermarkets for the circus, and returns were exceptionally good. Joe Daly, who worked ahead of the circus, a Wirth show, is repeating on discount tickets and program ads, and is doing publicity with Irving Lieberman, who represents the arena.

The Beam unit will include four competitive events and White Horse Troupe riders.

A home and food show was staged at the arena in early May with good results. The spot has also held a flower show, Oral Roberts evangelical appearance, and used-car show.

E. W. (Slim) Somers, Waterbury, Conn., is in Waterbury Hospital with rheumatic fever and would enjoy mail. He is a CFA and formerly was with circuses.

Beers-Arter Sets Prevue

CLENDENIN, W. Va.—Beers-Barnes Circus will appear here May 31 in a preview combination with the CFA "Arter Bros." Circus participants from Charleston, W. Va.

The earlier show will be on the estate of Don Young, who also is president of the CFA group in Charleston. Young will be host at a dinner for show people between performances.

Meanwhile, the show is garnering much attention in Charleston papers thru J. Paul Rusk, CFA business manager. The Arter-Beers-Barnes show will be there June 2. It will use a lot next to the ball park and eight miles closer in that other circuses have used in the past 20 years. Publicity and billing on the date were held up until after the recent appearance in Charleston of the Cristiani Bros. Circus.

1,500,000 At Coney Air Display

NEW YORK—Spotty weather at Coney Island cleared on Sunday (18) in time for a 1,500,000 throng to see the annual Armed Forces Day displays.

The crowd, which gave a strong boost to weekend grosses at the beach area, saw air-sea rescues, displays, and a precision flying jet team performing over offshore waters.

The promotion has been operated twice; suffering from inclement weather in 1957.

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Weather Cuts Into Business At Riverside

AGAWAM, Mass. — Wetness and cold have sliced deeply into Riverside Park grosses after an Easter opening which heralded a strong season ahead. Weather was none too good over the holiday, but business was pretty good despite the handicap.

Turnout for the inaugural auto race meet, highlight of Saturday night operations at Ed Carroll's park, included 1,250 paid admissions, for the best opening yet.

The new Rotor and Scrambler have attracted patron interest and publicity, and should roll up excellent grosses during the campaign, it is figured.

Trolle Rhodin Circus, of Sweden, has been touring Poland and is to play Russia, including a Moscow stand in August. Circus will include an ice show section.

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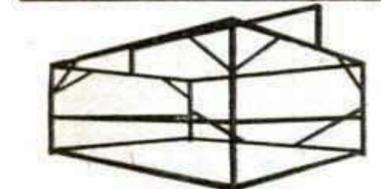
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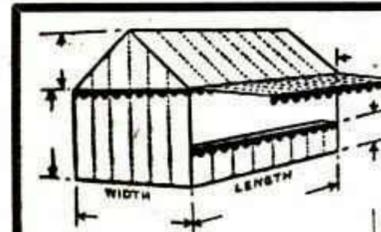


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H-M CIRCUS RODEO SET FOR BKLYN.

Kochman Unit, Sports Affair Also on Tap

NEW YORK—Four events are set for Ebbets Field this summer, including a 14-day appearance of the Hamid-Morton Circus. Also on tap are the Jack Kochman Hell Drivers, opening the season, a rodeo, and a "sports carnival."

Kochman will be in for Decoration Day weekend at prices of 90 cents to \$2.50 for adults, and 50 cents for children. Shows will be at 3 and 8:30 p.m. over the three-day weekend.

Hamid-Morton will have a \$2.50 top price for its appearance, June 29 to July 12. It is understood there is no auspices involved in the date.

The Holmes' World Championship Rodeo is booked in from July 25 to August 3. Run by George and Frank J. Holmes, it is strictly competitive in nature and will have \$20,000 in prize money at stake. It carries the International Rodeo Association label, which is distinct from the Rodeo Cowboys' Association.

The Sports Carnival is promoted by Bob Durk's office. Durk, home show producer, is affiliated with George Fass in operation of the ball park. Concept here is for winter, summer and water sports demonstrations by championship performers, with audience participation and commercial sales space.

Kochman's unit will perform right on the ball park grass. He and assistant Bob Conto inspected the field two weeks ago shortly after the originally scheduled opener, the Dick Clark rock 'n' roll show, was canceled.

Tivoli Uses U. S. Ideas

COPENHAGEN—A feature at Tivoli this year is the new kiddie playground, built around ideas gotten during a tour of America last year. The park opened for its 116th season with a four-day record paid attendance of more than 213,000. Park opened on a Thursday and drew in 66,400. Last year the opener pulled 57,000.

The crowds start coming in well before noon to get a look at the new kiddie playground, just as unique as Tivoli itself. Director Henning Soager and park architect Simon Henningson returned from surveys in America with a lot of ideas, which they turned over to a group of six well-known artists who supervised their plans and the construction of the different units.

The project has only one income producing unit—a large self-service beverage and food counter installed in a building under the playground which actually occupies a sort of plateau one story above the ground level of the lake which it overlooks. There are numerous tables, chairs and benches on both levels. It is typically Danish but has considerable novelty and fantasy.

Johnny Marietta, Pittsburg, Kan., recently bought the air calliope and trailer belonging to Tiger Bill Snyder, of Naples, Fla.

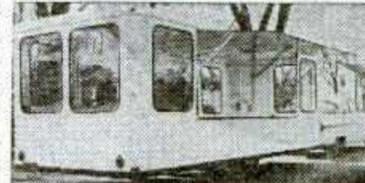
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Dated June 23

DEADLINE . . . WEDNESDAY, JUNE 18

TV 'Sgt. Preston' For Polo Grounds

NEW YORK—Al Tanson set a TV name for his Polo Grounds rodeo last week and also bagged a four-day indoor date prior to the New York opening.

The show will feature Dick Simmons, of the CBS "Sgt. Preston of the Yukon" series, who Tanson has on a renewable two-week basis. Dates for the Polo Grounds are June 27 thru July 6, and while the holiday weekend poses a problem since beaches will be a competing lure, at least there will be no baseball opposition.

New York's Yankees, the city's only major league team, will be away during most of the run, returning for a night game Saturday, July 5, and a day game on the clos-

ing day of the rodeo, which will be more a Wild West spectacle than a competitive event.

Pre-New York showing will be June 19-22 in the New Haven (Conn.) Arena, a percentage agreement with Nathan Podoloff. Tanson is also working on ball park and raceway dates following the Polo Grounds date.

A new facet to the promotion is a square dance series under the stars on the outfield grass. The Western show would be fenced off behind the infield, and its patrons are to have a two-hour dance session with caller and music following all-night performances, with the entire evening's program ending around midnight.

Advertising is being prepared and will open with a mail campaign.

Steiner Rodeo Pulls 32,217 At Shreveport

High Water Cuts Gate; Robertson In Featured Spot

SHREVEPORT, La. — The third annual RCA-approved world's championship contest rodeo presented at the State Fair Youth Center, May 14-18, was termed a success by Producer Tommy Steiner of Austin, Tex., and officials of the Louisiana State Fair, which sponsored the event.

Fair officials pointed out that high water in the area undoubtedly held down the attendance to some extent, altho a total of 32,217 fans turned out for the five-day rodeo.

Dale Robertson, Western star, was the featured performer, and Marvin Holmes of Pickens, Okla., won the "all-around" cowboy title. Holmes won almost \$800 of the \$10,000 in prize money offered the competing cowboys and cowgirls.

Steiner and Joe T. Monsour, secretary-manager of the State Fair, announced that dates for the fourth annual rodeo, to be held next year, have been set for April 1-5.

Kerr Director At Kutztown

KUTZTOWN, Pa.—The Kutztown Fair, running August 18-23 this season, will have children's days on Wednesday and Friday, the directors decided last week. Henry Kerr was named a director to fill the unexpired term of George Schaeffer. The fair restaurant manager and assistant manager are to be Thomas J. Merkel and Emory Mabry.

EMMETT KELLY PLAYS PHILLY

PHILADELPHIA — Emmett Kelly has been booked as an added attraction for Cristiani Bros. Circus for its week's run here. The clown has been in the city ahead of the show's appearance for publicity appearance on radio, TV and elsewhere. He also will make the show's Chicago engagement.

Walter Stebbins is handling the show's TV and radio work here and Charles Blaum is in charge of newspaper publicity. The show said publicity has been exceptionally good here.

3d Daughter For Geists

NEW YORK — Richard and Phyllis Geist of Rockaways' Playland had their third daughter born May 8 in Rockaway Beach Hospital. The baby, Marni Ellen Geist, weighed in at 5 pounds, 10 ounces. Mother and daughter are both well and at home. Geist's mother, park treasurer, underwent surgery recently and is improving, it is reported. He is vice-president of the park firm.

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- Allen, Will
- Andrews Sr., Raymond N.
- Annin, Ralph J.
- Anthony, Mlio
- April, Arthur J.
- Ardizzone, Christopher
- Arnold, Floyd (Rube)
- Ayers, Douglas
- Bair, Clarence
- Barchinger, Wayne
- Batcheller, Chester H.
- Beall, Hiram
- Beck, Don
- Benesch, Frank
- Berg, Richard
- Bodin, Johnny M.
- Boley, James E. & B.
- Brady, Thomas
- Brill, Tony
- Brod, Mory
- Brooks, Mrs. Eleanor
- Broome, Yvonne
- Burke, Anthony
- Campbell, Ray
- Canter, Kenneth
- Carlisle, Russ
- Carney, Bill & Lee
- Corwin, Tommy (Legal Adjuster)
- Chambers, Mrs. Charles
- Chaney, Carol
- Charon, George
- Chastain, William & Mrs.
- Chevanne, Jimmie
- Chief Makes
- Christman, Texas D.
- Clark, Hubert C.
- Cody, Wyatt Dene
- Colb, Snippy & Mrs. Cole, George M. (Circus)
- Collins, L. C.
- Coolidge, Tom (Short Range)
- Cooper, Jerry
- Cooper, Richard
- Corwin, Geo.
- Coulter, James H.
- Courtright, Arthur
- Cox, Doughboy
- Cox, Honey
- Cox, Loftin G.
- Craman, Max
- Croy, Charley
- Croy, (Sailor Moran)
- Crosby, William C.
- Crumaine, Robert B.

- Culberson, Robert
- Curry, Dr. Frank
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- Davis, Mrs. Sue
- Davis, C. & H. M.
- Davis, John M.
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- Devine, Alice P
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- Decker, Joe
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- Duchene, Mrs. Thelma
- Duggan, Dub
- Dundee, Rickey
- Durso, Charles
- Ellis, Jeanette
- Farmer, Roy O.
- Fagan, Charles
- Farrell, Pat
- Feininger, Ralph
- Ferguson, Al
- Ferguson, Danny
- Ferenzi, James
- Fineman, David
- Finley, Wm.
- Fitzpatrick, J.
- Flake, James E.
- Fox, Carlene
- Francis, Russell
- Galamb, Peter & N.
- Garland, Rudy
- Garner, Bryan
- Garrison, Robert D.
- Gartmon, Phil
- Gaudreau, Ruth
- Gibson, Benjamine A.
- Gilchrist, Allan & Mrs.
- Gilbreth, Hugh Stiles
- Gilchrist, Debbie
- Gilliam, P.
- Gilmore, Louise
- Glass, Roy P.
- Gilnea, Morris
- Gooch, Bill
- Gordon, Buster & Audrey
- Gordon, Ernest
- Gordon, George H.
- Greene, Al A.
- Grege, Fred & Mrs.
- Grey, Herman
- Grignon, N. Connie
- Gutnik, Linda or Ken
- Guyot, Mr. & Mrs. (Robert Burns)
- Hackett, Mrs. E. J.
- Haley, Peggy
- Hanson, Pat
- Harrington, Mrs. Vera
- Hart, John P.
- Hawkins, Eunice
- Irene
- Haux, Emile
- Heitzman, Dan
- Hendrix, C. W.
- Hensen, James L. (Jimmie Hensen Show)
- Hickock, John W.
- Hinkle, Milt (Rodeo Show)
- Hitt, John Anthony
- Hoge, Mrs. Reiland
- Holden, Edward J.
- Holiday, Jack Wm.
- Holt, Ross D.

(Continued on page 67)

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THE FINAL CURTAIN

ALZANA—Elsie, former member of the Alzana high-wire act, at Fort Myers, Fla., recently. Her true name was Mrs. Elsie Benham Stringer.

CASTLE—Jack, 45, erection foreman for B. A. Schiff & Associates, Miami ride manufacturer, May 21 in Baraboo, Wis., of a heart attack. He joined Schiff 10 years ago. Earlier he had been connected with a number of outdoor shows, including the James E. Strates, Cetlin & Wilson and Hertenbeck-Wallace organizations. Survived by his mother, Dolly Castle, lion trainer; two daughters, Mary Ellen and Patricia, and a brother, Buster. Body was sent to Miami for services at the King Funeral Home. Burial will take place in Southern Memorial Park, Miami.

CAVANAUGH—Patrick, 78, veteran showman, May 13 at General Hospital, El Paso, Tex. He was associated with most major western carnivals as a concession operator at various times. For the past few years he made his home in El Paso, where until ill health forced his retirement four months ago he was employed by an Arcade.

ESSEX—Cy Ross, drummer, who had been with circuses and symphonies, at Springfield, Mo., April 23. Survivors include two sisters, Jenn M. Essex and Grace Essex Hacker, both of Springfield.

HERRIOTT—Julie Ann, 13 months, daughter of Mr. and Mrs. John M. Herriott, at Seward, Neb., May 11, while the family was en route with the Gil Gray Circus. Burial at St. Peter, Minn. Survivors are her parents, a sister, Laura Jane, and the grandparents. The paternal grandparents are Mr. and Mrs. Milt Herriott, of the White Horse Mounted Patrol, Sioux City, Ia.

LEON—Michael J., president of Lake Quassapaug Enterprises, at Waterbury, Conn., May 8. The company operates a Middlebury amusement park and he owned a hotel.

MEY—Fred, 62, Kiddieland operator at Old Heidelberg Park near Milwaukee, at Milwaukee recently. Surviving is his widow, Irma. Burial at Milwaukee.

SEARS—A. W. (Pop), 77, veteran New England ride operator, May 18 of a heart attack in Manchester, N. H. Survived by a son, Stanley.

SWAIN—Mrs. W. I., 87, widow of the late Col. W. I. Swain, long-time showman, May 14 in La Grange, Tex. Born in Ireland, she was in show business practically all her life. Married to Colonel Swain on the Pawnee Bill Show in 1902, her husband and she later operated the W. I. Swain Show, a large three-car repertoire show under canvas. Interment was at Elkhart, Tex., where she had resided for the past 15 years. Survivors are a son, Kennedy; daughter-in-law, Snooks, and grandson, Bill.

YOUNG—Sherman J., 93, gatekeeper at the Hillsdale

(Mich.) County Fairgrounds for 60 years until his retirement in 1956, May 14. He recalled ox-carts bringing visitors at the time he started. He is survived by a son, Harold, and a daughter, Mrs. Cleo Clark.

Carnival Routes

Alamo Expo.: Trinidad, Colo.
 American Beauty: Clinton, Ia., 26-June 1.
 Amusements of America: Jersey City, N. J.
 Badger State: St. Cloud, Minn., 26-June 1; Nicollet 5-8.
 Baker United: Columbus, Ind.; Crawfordsville, June 2-7.
 Beam's Attractions: Masontown, Pa.; Connellsville, June 2-7.
 Bee's Old Reliable: Jenkins, Ky.
 Belle City: Oconto Falls, Wis., 28-June 1; (3d Ward, Jackson St.) Milwaukee, 5-8.
 Bernard & Barry: North Bay, Ont.
 Big City: Marietta, Ga.; Columbus, Ind., June 6-14.
 Big Four Am Co.: Franklin Park, Ill.; Roselle, June 2-7.
 Brodbeck & Schrader: Eureka, Kan.
 Briggs, A. R.: Miamisburg, O.
 Brown, Al: Ellendale, N. D., 26-28; Oakes 29-31; Jamestown June 2-7.
 Buck, O. C.: Yorkville, N. Y.
 Buckeye State: Bremen, O., 28-31; Nelsonville June 2-7.
 Burke, Harry: LaPlace, La., 26-June 1.
 Burkhardt: Des Plaines, Ill.; Plano June 1-7.
 Capital City: Somerset, Ky.; Danville June 2-7.
 Carpenter Bros.: Willard, O.
 Carroll's Greater: (Spring Lake Park) Minneapolis, Minn., 26-30; (Brooklyn Center) Minneapolis 31-June 4.
 Cetlin & Wilson: Petersburg, Va., 26-June 6.
 Chanos, Jimmie: Anderson, Ind.
 Cherokee Am. Co.: Coalgate, Okla.; Claremore June 2-7.
 Continental: Schenectady, N. Y.
 Copeland Am. Co.: Limestone, N. Y.; Mahoffey, Pa., June 2-7.
 Crafts Expo.: (Fair) Costa Mesa, Calif., 26-June 1.
 Crafts 20 Big: Yermo, Calif., 28-June 1.
 Cunningham Expo.: New Martinsville, W. Va.
 Davidson United: Windsor Heights, Ia., 28-June 1.
 Davis Am. Co.: North Bend, Ore., 27-June 1; Newport 3-7.
 Dickson United: Jamestown, O.
 Dixie Am. Co.: Collinsville, Okla.; Wagoner June 2-7.
 Dobson's United: Antigo, Wis., 29-June 1.
 Down River Am. Co.: Roseville, Mich., 27-June 1.
 Drago, No. 1: Bradley, Ill.; Logansport, Ind., June 2-7.
 Drago, No. 2: Whiteland, Ind.; Tipton June 2-7.
 Drew, James H.: Buckhamon, W. Va.
 Dudley, D. S.: Andrews, Tex.
 Dyer's Greater: Florissant, Mo., 26-June 1; Flat River 3-8.
 Eastern Am. Co.: Hampden, Me.; Mexico June 2-7.
 Eddie's Expo.: New Castle, Pa.; Kane June 1-7.
 Franklin, Don: Grand Prairie, Tex., 26-30; (North Side Coliseum) Fort Worth 31-June 7.
 G. & B.: Parsons, W. Va.
 Gala Expo.: Batesville, Ark.
 Garden State: Orefield, Pa., June 2-7.
 Gem City: Tuscaloosa, Ala.
 Gentsch: Greenwood, Miss.
 Georgia Am. Co.: Roswell, Ga.
 Glades Am. Co.: Emporia, Va.
 Gladstone Expo.: Blytheville, Ark.
 Gold Bond: Ottawa, Ill.; Streater June 2-7.
 Gold Medal: Mandan, N. D.
 Golden Gate: Fremont, Calif., 27-June 1; Anderson 3-8.

Grand American: Keokuk, Ia.
 Great Western: Willows, Calif., 26-June 1.
 Green Tree: Williamson, W. Va.
 Griffiths Am. Co.: Lingleston, Pa.
 Groscurth Comb.: Lawrenceville, Ill., 26-June 1.
 Hale's Shows of Tomorrow: Kansas City, Kan.
 Hannah Am. Co.: Trauger, Pa., 30-June 7.
 Hannum, Morris: Schuykill Haven, Pa.
 Happyland: Mt. Clemens, Mich., 26-June 1.
 Heart of America: South Omaha, Neb., 26-28; Leavenworth, Kan., 29-June 5.
 Holiday Am. Co.: Shawnee, Kan.; Marshall, Mo., June 2-7.
 Hottle, Buff, No. 2: Purvis, Miss., 26-June 1.
 Hugo's Novelty Expo.: Ottawa, Kan.; Atchinson, June 2-7.
 Inland Empire: Oldtown, Idaho, 28-June 1; Colville, Wash., 4-8.
 Johnny's United: Andalusia, Ala.
 Ken-Penn: Kittanning, Pa.
 King Bros.: Salida, Colo.
 Klein Am. Co.: Pipestone, Minn., 26-28; Brookings, S. D., 29-31.
 Lagasse Am. Co., No. 1: Dracut, Mass.
 Lagasse Am. Co., No. 2: Woonsocket, R. I.
 Leeright Midway: Burley, Idaho.
 Lindle, Jack: Beardstown, Ill.
 Manning, Ross: Haverstraw, N. Y.
 Marvel: Hanna City, Ill., 28-June 1.
 Meeker: Coulee City, Wash.; Pasco June 2-7.
 Merriam's Midway: Carroll, Ia.; Atlantic June 2-4; Webster City 5-8.
 Midway of Mirth: Winchester, Ill.
 Mighty Interstate: Johnson City, Tenn.
 Mo.-Ark.: Marquand, Mo.
 Monarch Expo.: Granite City, Ill.; East St. Louis June 2-7.
 Moore's Modern: Okmulgee, Okla.; Dewey June 2-7.
 Motor State: Port Clinton, O.; Oak-harbor June 2-7.
 New England Am. Co.: East Dedham, Mass.; Randolph June 2-7.
 North American: St. Louis Park, Minn., 26-28; Monticello 29-June 1; Aurora 3-8.
 Northern Expo.: Dickinson, N. D.
 Northern State: Valentine, Neb., 26-29; Burke, S. D., 30-31; Ethan June 2-3; Alpena 4-5; Redfield 6-7.
 Nyers Bros.: Pine Bluff, Ark.
 Olson: Hot Springs, Ark., 30-June 6.
 Page Bros., No. 1: Monticello, Ky., 26-28; Richmond June 2-7.
 Page Comb.: Puxsutanwey, Pa.
 Penn Premier: Williamsburg, Va., 26-29; Fort Eustis 31-June 8.
 Playtime Am. Co.: Wollaston, Mass.
 Powelson Am. Co., No. 1: Saybrook, O.; Kinsman June 2-7.
 Powelson Am. Co., No. 2: Wells-ville, O.; Bethesda June 2-7.
 Prell's Broadway: Annadale, Va.
 Rainier: Longview, Wash.
 Regal Expo.: Johnson City, Tenn.; Bristol June 2-7.
 Reid, King: Rouses Point, N. Y.
 Reids Golden Star: Sneedville, Tenn.
 Reithoffer: Hicksville, N. Y.
 Ritter's United: (Fair) Riverside, Calif., June 3-7.
 Rock City: Aurora, Ill.; Channahon, June 2-7.
 Rohr's Modern Midway: Wilmington, Ill.
 Rose City Rides: Ironton, Mo.; Percy, Ill., June 5-7.
 Royal American: Cedar Rapids, Ia.
 Royal United: Centerville, S. D., 26-27; Heron Lake, Minn., 28-29; New Richland 30-June 1.
 Shorter's Greater: Le Center, Minn.
 Siebrand Bros. Comb.: Grants, N. M.
 Skerbeck Am. Co.: Ontonagon, Mich.
 Smiley's Am. Co.: Crabtree, Pa.
 Smith Geo. Clyde: Cumberland, Md.; Lonaconing June 2-7.
 Stafford's: North Vernon, Ind.
 Standard: Hardin, Mont., 27-June 1.
 Stanley, Wm. D.: East Grand

Forks, N. D., 26-June 1; Fairmount 3-4; Britton, S. D., 5-7.
 Star Am. Co.: McRae, Ark.
 Stephen, Otto: Centerville, Ia.
 Stipe's: New Richmond, Wis., 28-June 2; Little Falls, Minn., 4-8.
 Strates, James E.: Massena, N. Y.
 Sunset Am. Co.: Muscatine, Ia.; Dubuque June 2-8.
 Tatham Bros. Comb.: Petersburg, Ill.; Chandlerville June 2-7.
 Tennessee Valley: Lebanon, Tenn.
 Thomas, Art B., No. 1: Axtell, Neb.
 Thomas, Art B., No. 2: Watertown, S. D., 28-June 1; Dawson, Minn., 3-5.
 Thomas Joyland: Beckley, W. Va.; Oak Hill June 2-7.
 Tidwell, T. J.: Burnett, Tex.
 Tip Top: Wisconsin Rapids, Wis., June 4-8.
 Tivoli Expo.: Baton Rouge, La.
 United States: Abingdon, Va.
 Virginia Greater: Newark, Del.; Annapolis, Md., June 2-5.
 Volunteer: Portland, Tenn.; Campbellsville, Ky., June 2-7.
 Wade, W. G.: Kalamazoo, Mich.
 West Coast, No. 1: Yuba City, Calif., 26-June 1; Eureka 3-8.
 West Coast, No. 2: Pittsburg, Calif., 26-June 1; Seaside 2-8.
 Western: Port Angeles, Wash.
 Wilcox, Dick: Waterville, Me.
 Wilson Famous: Normal, Ill.
 World's Finest: Sault Ste. Marie, Ont.; Sudbury June 2-7.
 World of Pleasure: Wayne, Mich., 26-June 7.
 Young, Monte: Orem, Utah.

Circus Routes

Adams Bros.: Hannibal, Mo., 26; Keokuk, Ia., 27; Ottumwa 28; Burlington 29; Muscatine 30; Clinton 31.
 Beatty, Clyde: Erie, Pa., 26; Jamestown, N. Y., 27; Warren, Pa., 28; Bradford 29; Olean, N. Y., 30; Buffalo 31-June 2.
 Beers-Barnes: Grantsville 28; Clendenin 31; Charleston June 2; Ravenswood 3; St. Mary's 4; Sistersville 5.
 Clyde Bros.: Cornwall, Ont., 26-27; Peterborough 28-29; Kitchener 30-31; St. Catharines June 2-3; Niagara Falls 4; Hamilton 5-7.
 Cristiani Bros.: Philadelphia, Pa., 26-31.
 Hagen Bros.: Muncie, Ind., 26; Connersville 27; Middletown, O., 28; Germantown 29; Piqua 30; Fairborn 31; Dayton June 1; New Castle, Ind., 2; Kokomo 3; Rennselaer 4; Minster 5; Crown Point 6; Bridgeview, Ill., 7; Mundelein 8.
 Harold Bros.: Mobile, Ala., 28-30.
 Hunt Bros.: Freehold, N. J., 26; New Egypt 27; Mount Holly 28; Burlington 29; Fort Dix 30; Princeton 31; Asbury Park June 2.
 Kelly-Miller: Lancaster, Calif., 26; Arvin 27; Taft 28; Delano 29; Shafter 30; Porterville 31.
 Mills Bros.: Palatine, Ill., 26; Woodstock 27; Sandwich 28; Streater 29; Wilmington 30; Park Forest 31; Thornton, Ind., June 2; Indianapolis 3; Chesterfield 4; Upland 5; Huntington 6; Decatur 7.
 Polack Bros.: Sacramento, Calif., 26-June 1.
 Sello Bros.: Central Park, B. C., 31; Chilliwack June 2; Abbotsford 3; Langley 4; Ladner 5; White Rock 6; Nanaimo 7-9.

Legitimate Shows

Auntie Mame, with Constance Bennett: (Aud) Denver, Colo., 26-31; (Ellis Aud) Memphis, Tenn., June 3-7.
 Auntie Mame, with Sylvia Sydney: (Royal Alexander) Toronto, Ont., 26-31; Hartford, Conn., June 2-6.
 Diary of Anne Frank: Washington, D. C.
 Most Happy Fella: (Curran) Los Angeles, Calif.

Miscellaneous

Brunk's Comedians: Lamar, Colo., 26-31; Holly June 1-7.
 Moiseyev Dance Co.: Los Angeles, Calif., 26-29; San Francisco 31-June 5.
 Schaffner Players: Washington, Ia., 26-June 1; Delta 2-8.

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You'll Break All Box-Office Barriers with

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Attention all Carnival, Circus, Park, Pool and Beach Concession Operators!! "See" C. R. Frank for all your Concession needs—be ready for the big holiday weekends ahead. Everything you need in Snow Cone, Floss, Popcorn and Cold Drink Equipment and Supplies—Syrups, Concentrates, Bags, Boxes, Frank's "Ready to Use" Caramel, Candy Apples, Snow Cone, Hot and Cold Drink Cups, Skewers, Spoons, Ready-Roll Floss Cones, Peanuts (raw and roasted), etc. Tell us your requirements for the fastest service and lowest prices.

All prices F.O.B. St. Louis. 1/3 deposit with order, balance C.O.D.

BIRTHS

GEIST— A daughter, Marni Ellen, May 8 in Rockaway Beach (N. Y.) Hospital to Mr. and Mrs. Richard Geist. Father is vice-president of Rockaways' Playland, ocean-side park.

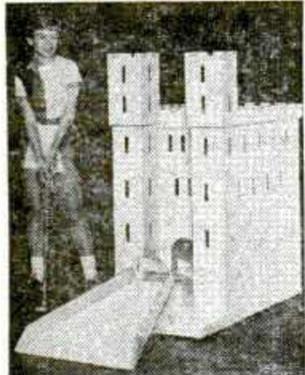
PARKS—RESORTS KIDDIELANDS GOLF DRIVING RANGES

Increase Play At Your

MINIATURE GOLF

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Increased Play During
One Week End!

ALL UNITS COMPLETELY MECHANICAL—made of heavy gauge cold rolled steel. Operated by sturdy 115 voltage, combined motor and reducer. COMES ASSEMBLED FOR IMMEDIATE USE.



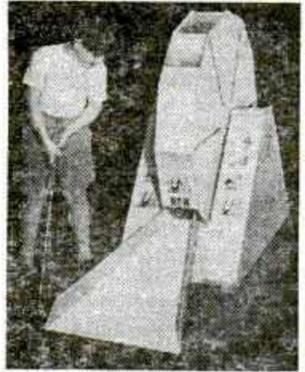
CASTLE

A massive appearing fortress of medieval design equipped with automatic draw-bridge, which automatically rises three times per minute—but remains down 70% of the time for fast play. Putting tray directs ball over draw-bridge—into building and out the back. Mechanism completely enclosed. Brilliantly lighted windows. White enameled. Height approx. 4 1/2', width 2', length 4', tray 2', weight 140 lbs. \$150.00 ea.



LIGHTHOUSE

A brilliantly lit flashing beacon—Red beam directed upward—Amber windows glow brightly—White enameled with red door and window frames. Door automatically opens and closes—remains open 70% of the time. Putting tray directs ball through door—into building and out the back. Height approx. 4 1/2', width 2', length 2', tray 2', weight 80 lbs. \$150.00 ea.



BIG WHEEL

Large wheel, four feet in diameter with four putting pockets—11 seconds apart for fast play. Putt ball into any pocket and it will automatically drop out the back. Looks hard but very simple. White enameled with black screened figures. Designed with flat surface to reflect light. Wheel can be stopped, turned in any direction while running without damage to the mechanism due to our exclusive slip clutch. Patented assemblies will never loosen or separate. Height approx. 4 1/2', width 2', length 4', tray 2', Weight 140 lbs. \$150.00 ea.

WITTEK GOLF RANGE SUPPLY CO., INC.

5128 W. North Avenue
Chicago 39, Illinois

Larger Wedgewood Features Top Rides

OKLAHOMA CITY — Expanded Wedgewood Village is seeking picnic bookings for its strong line-up of attraction with the slogan, "Let's Have a Wedgenic."

Slogan leads off the promotion material which outlines the park as a \$1,250,000 facility equipped to handle 1,500 persons hourly in the 30-acre location.

Featured rides include the Wild Mouse, the Roto-Jet, Auto Scooters and the Twister. Additional rides include Merry-Go-Round, Ferris Wheel, Pony Carts, Roller Coaster, Boat Ride, Handcar ride,

Kiddie Whip, miniature train, Turtles, Racers and Auto Ride.

Additional facilities include a miniature golf course, swimming pool with capacity of 1,000 people, restaurant, 40-tee driving range, picnic pavilion with 500-person capacity, athletic fields and courts, a Jungleland boat ride, Arcade building and 1,500 auto parking lot.

Park gets 15 cents for single ride tickets, or \$1 for eight ride strips. Party rate is graduated to \$1.35 per dozen tickets. Rates for renting the entire park are \$500 hourly for up to 5,000 people and \$750 hourly for more than 5,000 people. Spot's promotion pieces also itemize six basic menus that are available for picnics. These are scaled from 45 cents per meal to \$2.10 per meal.



PLANNING AN ARCADE!

Interested in Increasing Profits?
WE DESIGN AND EQUIP
MONEY-MAKING ARCADES
WRITE OR CONTACT AMERICA'S
NO. 1 ARCADE OUTFITTERS:



DARK RIDES

at the Palace Amusement Park
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are made THRILLING with STROBLITE

GLOWING COLORS

AND BLACKLIGHT
Write for Information
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THE MOST SUCCESSFUL
MINIATURE GOLF COURSES ARE
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ALL OR HALF INTEREST IN
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SKEE-BALL

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DOESN'T COST— IT PAYS

WHEREVER FOLKS GATHER FOR
FUN AND RELAXATION YOU
COLLECT "DIVIDENDS"
EVERY DAY, YEAR AFTER
YEAR.

FOR A "BLUE CHIP"
INVESTMENT, BUY

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130 E. DUVAL STREET PHILADELPHIA 44, PA.
Serving the Amusement Industry Since 1904

14 Ft.
Long,
30 In.
Wide

BOB-LO BUYING NEW DARK RIDE

Wedemeyer Importing Phantom Express;
Propose Dock at Detroit Civic Center

DETROIT — A new type of dark ride, the Phantom Express, was ordered from Eric Wedemeyer, ride importer, by Bob-Lo Island Park last week. It is to be in service about July 4.

This will be the first ride of this type in North America, and follows the precedent of last year when Bob-Lo bought a Wild Mouse—the first in America—and a Super-Satellite Jet from Wedemeyer.

The Phantom Express is a two-story construction, with cars appearing and disappearing above the midway in a series of balconies on the upper level.

Bob-Lo also received tribute last week from Mayor Louis Miri-

ani, who was quoted as saying "Your company brings thousands of children and men and women to the Civic Center every summer." He spoke to cite why the Bob-Lo dock, from which ships sail for the island, should be at the heart of the new Civic Center.

Bob-Lo offered thru W. B. (Bill) Browning, general manager, to construct a new combined office and dock structure at a cost of about \$1,000,000, turning the title over to the city in return for a long-term occupancy permit. The new dock building is designed to be part of the series of major buildings completed and under construction in this area by the city.

ROLLER RUMBLINGS

275 Gals Hit Mineola Merit Badge Jackpot

MINEOLA, N. Y.—An indication of what the promotion of Girl Scout merit badge classes can mean to a roller rink operation is seen in the recent announcement by Earl Van Horn's Mineola Roller Rink, which reported that 275 Girl Scouts successfully earned badges in classes recently concluded by Mineola's professional staff.

While some of these girls would undoubtedly have found their way into the rink, anyway, in the course of their regular pursuit of recreation, it is probable that the major portion of them seldom, if ever, entered a rink to skate. The incentive, in this case, was the award of the merit badge.

Bonus Business

This business (in most cases such classes are conducted during afternoons) came at a time when the rink was normally idle, giving Van Horn the opportunity of making more productive use of the rink, and whatever the price charged (special rates are invariably offered in such cases), the net received by the rink represented bonus business.

More important was the future business potential that these girls represent, plus the publicity and public relations angles.

It is certain that many of these girls who previously had not skated enjoyed the sport and that they have become confirmed roller skaters. It is equally sure that in the future, when they decide to go roller skating, they will remember the Van Horn skatery as the spot at which they were introduced to the sport. So it is likely that thru a little promotional effort and administrative work, Van Horn has created a new segment of customers for his rink.

Word-of-mouth advertising remains one of the best forms of advertising a businessman can get, and it is certain that these girls, having had a good time at the rink, will spread the good word for the Mineola rink. On top of that, the association of the fine name of the Girl Scout movement with that of roller skating can only mean added prestige for the industry generally and the Mineola rink in particular.

Good-Will Gesture

On the final class day the rink offered a number of prizes in contests held for the girls, an additional method of building good will for the rink. Prizes were given 11 girls who were named spiral champions, two received prizes in a matching hearts game, three received gifts in a voodoo contest, and 15 received prizes in a balloon race.

Plans have already been set by the rink for a resumption of these classes in September. The manager—
(Continued on page 65)

Vandals Blamed For Ride Damage

DETROIT — Two major rides were damaged by fire, believed set by vandals, at Jefferson Beach Amusement Park. Considerable damage was done to about 100 feet of the Tunnel of Love, which was closed down. The Roller Coaster was also closed temporarily. Some of the structure was scorched, but investigation showed no significant damage to the Coaster.

RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors.

Immediate delivery from
CURVECREST, INC.
Muskegon, Michigan
(Home office)
Write for names of distributors
in your area

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH
Porto-Bilt
TENT COVERED RINKS
Write
W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone: ME 6-5978
Phone 8-2183, Marietta, Ga.

QUITTING THE ROAD

Wilcox Taking It Easy in Park Biz

PANAMA CITY, Fla. — Shan Wilcox will follow his park season this year with three fair dates, a drop from the 11 such spots played in 1957 and a prelude to the day when he will quit the road permanently. On the threshold of his 55th birthday, which falls next Friday (30), he has an eventful career to reflect upon.

Wilcox has 11 rides at Long Beach, incorporated at Panama City Beach by the Churchwells. It is his fourth season here, with equipment consisting of a Merry-Go-Round, Ferris Wheel, Tilt, Roll-O-Plane, 15-car Dodgem, six kiddie rides, Water Boats, Sky Fighter, Pony Carts, Tugboats, Airplanes and live ponies.

Also operating are 100 cottages, 2 motor courts, 15 concessions, 2 restaurants, 5 eating stands, roller rink and miniature golf. There is salt water fishing and fresh water lake fishing. J. E. Churchwell is the operator, with Guy Churchwell as manager and Charley Upchurch, assistant.

Title Born in 1946

The Shan Bros. Shows title was born in 1946, after Wilcox had been around the carnival and fair business for 13 years. Born in Maryville, Tenn., where he still resides with his wife and 17-year-old son Charles, he grew up in the retail grocery business in Atlanta. After a fling in the loan office

and grocery field, Wilcox sold out in 1933 and started promoting country fairs.

A couple of years later he bought a Ferris Wheel and booked it out. He worked on Slim Spencer's shows and on the Ralph R. Miller Shows, failed to profit thereby and returned to business practice until 1943, when he organized the Playland Shows. Three years later the title was changed to its present one, Shan Bros. Shows.

Most of his endeavors—loan offices, groceries, lumber and building materials—have been successful but there always was a return to the road. The show played extensively thru Georgia, Tennessee, Kentucky, West Virginia and Ohio.

It has been his tonic, he says, since as weary as the road grind made him, he always felt more refreshed than after spending an idle winter. Doctor's orders several years ago, however, have seen him cutting down on travel, starting with the permanent summer location here in the spring of 1955. With rides in Maryville and others from the park, the Shan Bros. Shows has been making after-Labor Day fairs regularly.

This fall, however, Wilcox says, the number of bookings were deliberately held down for health reasons. In future seasons he may go out with several rides but not likely as an organized show.

Reithoffer on L. I. After N. Y. Sojourn

HICKSVILLE, N. Y.—Reithoffer Shows got rolling in the metropolitan area last week with a nine-day engagement in Inwood, on Long Island. Coming just as the spring weather finally broke favorably, the Inwood date was a refresher.

The unit had been around New York City since Easter with hopes of playing city lots thru General Agent Al Crane, but dates failed to materialize. Ride income was won from engagements at shopping centers but no concessions were used, for the most part. April and May were discouraging for showmen in the city.

In Inwood, the midway consisted of an Orbit ride, Roll-O-Plane, Chairplane, Merry-Go-Round, Octopus, Ferris Wheel, and kiddie Flying Saucers, Pony Carts and Tanks. The Flying Saucers are round, flat bodies adapted to a

Bulgy the Whale structure. The Orbit was adapted in Dallas, Pa., winter quarters from a Ridee-O. A large half globe is in the center and painted to represent the earth. It sports an American flag. The ride catwalk is encircled by a continuous string of neon tubing with reflectors, lighting it brightly.

Concessionaires had about 20 units on the lot at Harris and Wanzel Streets, including Lou Kane's grab stand and stores of Charley Davenport and Danny Mann.

Other units than this one, which is managed by Pat Reithoffer Jr., are operating in Pennsylvania under the senior Reithoffer and Bill Goodman.

SEASON 'ENCOURAGING,' FLOYD E. GOODING SAYS

10c Matinees Termed 'Biggest Yet'; Added Bargain Wednesdays Planned

COLUMBUS, O. — "I'm encouraged by the early business we have been getting," Floyd E. Gooding, head of the Gooding Amusement Company, the nation's largest operator of amusement ride units, declared last week at the Gooding winter quarters here.

"To be sure, our early dates have yielded lower grosses than last year," Gooding added. "But I am confident that the late summer and fall business will be good. I believe that we have a pretty fair chance of coming close to last year's total receipts."

Tail-End Days Good

Commenting on the dates played by his units thus far this season, Gooding said, "Our early days at these stands have been off con-

siderably from 1956. But the tail-end days have been good; in fact, some have shown slight improvement over last years."

"Our matinees," he continued, "have been the strongest ever. And this, I believe, reflects the changed economic conditions and the public's search for good buys in amusements, as in other things."

"On these matinees, except in a State such as West Virginia, where there not only is a State amusement tax but also local amusement taxes in some instances, all of our rides go for 10 cents."

Cautions on Pricing

Gooding cautioned, "We in the amusement business have got to watch that we don't price ourselves out of the market. The 10-

cent kiddie matinees point up the success that can be obtained when rides are priced for broad patronage.

"Today most carnivals have ample earning power—enough rides—to give special prices on kiddie matinees, and I think it is just plain good business that they price their rides on such occasions so that they can give patrons a real bargain at no greater cost to the show."

Gooding is so sold on the 10-cent matinees that beginning with the closing of schools for summer vacations all of his units will have two days—Wednesdays as well as Saturdays. Last year he experimented with a limited number of Wednesday matinees and they generally were well patronized.

In localities where there is an amusement tax of no more than 1 cent, Gooding said he will continue with the 10-cent matinee price.

Eight Gooding ride units were in operation last week. The ninth was scheduled to open Monday (26) and the 10th unit is slated to go out in early June.

To Visit World's Fair

Gooding Zoo Park here is getting better business than last year.

Progressively better promotion and better management, together with more attractions, are responsible for the higher park grosses, in Gooding's estimation.

An 18-hole miniature golf course currently is being built and a new Schiff Wild Mouse is being installed at the park here.

(Continued on page 59)

Midway Builds for Philly Circus Week

PHILADELPHIA — Ticket sales for the Philadelphia circus date passed the \$20,000 mark last week prior to arrival of the Cristiani Bros. Circus at the Front and Erie lot, it was reported. Several orphanages were involved in the sales. Belmonte Cristiani was in town to aid the local promoters' advance effort.

It appeared that the hefty layout which has become a custom here will be repeated. Twenty rides had been committed and deposits indicated several dozen concessions plus a Dembrosky bingo.

Dembrosky's M. D. Amusements provided an Octopus and Tilt-a-Whirl for recent dates of Active Bazaar Company, the firm of John Quinn and Jack Essner. Also working were the Rodeo and Helicopter of Bucky Allen and Johnny Miller, and Active Bazaar's Ferris Wheel, Merry-Go-Round, Whip and Roller Coaster. They played Msgr. Bonner High School on Lansdowne Avenue and Garrett, and Father Judge High School at Solly and Rowland. Business was reported okay.

The Cristiani show played Wilmington, Del., Saturday (24) and reached the Philadelphia lot Sunday for the Decoration Day week.

The show will be spotted deep on the lot, with midway elements in front, laid out around the base path of a baseball infield.

In a late switch, the James E. Strates Shows jumped to Utica, N. Y., last week instead of playing a second straight week in Philadelphia. The lot at Bustleton and Cottman Streets was filled by Amusements of America, opening Tuesday (20).

Olson Shows to Bow May 30 in W-Q Town

HOT SPRINGS — Paul Olson, general manager-co-owner of the Olson Shows, arrived at the show's winter quarters here Saturday (17) to direct the finishing touches to the show's equipment preparatory to opening in this city Friday (30).

After inspecting the work completed under the supervision of Ray Cramer, his assistant, in recent months, Olson expressed himself as being extremely pleased with

the many projects completed or nearing completion.

He said he was especially pleased with two new show fronts built for the posing show and for the revue. The posing show front, he said, will be used for the first time at Decatur, Ill., where the Olson Shows will start their first road stand June 8 following their unveiling here. The new revue front will be used for the first time at the Illinois State Fair, Springfield.

Del Crouch's Motordrome and a dark ride and glass house, both owned by Bruno Zacchini, are to join at Decatur, Olson said.

New staffers in quarters include Grant Chandler, trainmaster, and Jimmy Zabriski, electrician.

Hannah Ready For May 30 Bow

WEST BROWNSVILLE, Pa.—The Hannah Amusements, which quarters here, will open at a May 30 celebration at Trauger, Pa. Six office-owned rides, which were recently painted, are set for the opener. W. S. Metgar will join a the tee-off engagement with a Rolla-Whirl. Showowner, C. A. Hannah, reports that the unit has 13 weeks booked.

IMPORTANT NOTICE

to

CARNIVAL OWNERS—OUTDOOR SHOWMEN NO ADS TO BE ACCEPTED FRIDAY

On account of Memorial Day (May 30) the June 2 issue of The Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads must reach our Cincinnati office by

3 P.M. THURSDAY, MAY 29

We will not accept ads by mail, wire or phone on Friday morning this week.

AGENT-ACT SHOOTS SELF IN FAST DRAW

HUDSON, N. Y. — Agent Paul La Cross, who works his trick shooting act ahead of the Continental Shows for publicity, shot himself while practicing fast draws in Bennington, Vt. La Cross says the hammer jumped the sear and caused an accidental discharge, sending the bullet into his leg below the knee. One piece of metal was removed but another was imbedded so deeply it was decided to leave it in the leg, he says. He was hospitalized for five days.

Morris Hannum Shows

One of the Great Eastern Shows

Want for long route of Fairs and Celebrations starting with Cahill Field Fair, Philadelphia, Pa., June 16-21; then St. Michaels Church, Levittown, Pa., 2 big weeks, June 23-July 5.

RIDES Rockplane, Scrambler, Caterpillar and Scooter.

HELP Can place experienced Ford Truck Mechanic. Must have Ford tools and Ford truck experience. Want experienced Ride Men on all rides. Some good Foremen openings, Prefer Drivers.

CONCESSIONS Custard, Photos, Jewelry, Hats, Ball Games, Bear and Glass Pitches, legitimate Stock Games of all kinds.

SHOWS Monkey, Illusion, Mechanical, Penny Arcade and any family-type Shows.

Show now playing Schuylkill Haven, Pa.

All replies to MORRIS HANNUM, Necho Allen Hotel, Pottsville, Pa., this week.

BIG SOLDIER'S PAYDAY

9 BIG DAYS AND NIGHTS—2 Saturdays—2 Sundays. Open Saturday, May 31-June 8, FORT EUSTIS, VA. Public invited on the base. No unemployment here.

CONCESSIONS—Can place Custard, French Fries, Photos, Glass Pitch, Novelties, Age, Scales, Hats or any legitimate Concessions.

SHOWS—Can place capable Manager for Motordrome. MUNROE BROS. can place Ticket Sellers. Also man with good Geek to operate Geek Show. Also place Manager who can handle Monkey Drome and keep cars in repairs. Can also place any good independent Shows not conflicting.

RIDES—Can place Scrambler, Spitfire or Fly-O-Plane.

HELP—Can place Foreman who can drive semi for new HOT ROD RIDE. Must be sober and reliable and know the ride. Good salary plus bonus. Can also place other general Ride Help who drive semis. Address all mail and wires to LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Manager, Williamsburg, Va., until Thursday, May 29; then Fort Eustis, Va.

PENN PREMIER SHOWS

Monarch EXPOSITION SHOWS

GRANITE CITY, ILL., THIS WEEK
MOOSE CELEBRATION, EAST ST. LOUIS, ILL., NEXT WEEK

CONCESSIONS: Can place Hanky Panks of all kinds. Cookhouse, Long Range, Bear and Glass Pitches.

HELP: Can place 2 Foremen and 2 Second Men who drive.

Contact E. L. WINROD, MGR., per route above.

WANT FOR KNIGHTS OF PYTHIAS JUBILEE

Week June 2 to 7, Danville, Ky. Big Kids' Day. 20,000 free tickets sold. Followed by strong first in Celebrations and the best 4th of July in Kentucky—Stearns, Ky. 18 Fairs starting in July

CONCESSIONS—Legitimate Stock Concessions of all kinds. Good opening for Long Range, Ball Games, Record, Bear, Bird Pitches. WILL BOOK BINGO FOR SEASON, MUST BE FLASHY and SEAT 100 or better. PREFER ONE that works jackpot as my territory is good for jackpot bingo and works most every week. V. L. COLLIER wants Agents for Buckets and Swinger.

SHOWS—SNAKE, MONKEY or any Grind Show with own equipment. NAT GRAY wants Guitar Player for Minstrel Show. SAMMY & ANNETTE DAVIS, CONTACT. JESSIE FRENCH wants Girls for Girl Show.

FOR SALE—DUE TO NOT PUTTING OUT OUR SECOND UNIT THIS YEAR, WE HAVE THE FOLLOWING EQUIPMENT FOR SALE: SMITH & SMITH CHAIRPLANE, 22-FT. TOWER, \$500.00; MIDGO RACER, built by EYERLY AIRCRAFT, KID RIDE, \$1,700.00; KIDDIE ELECTRIC TRAIN, hauls 20 kids, \$500.00; KING WATER BOAT RIDE, COMPLETE EXCEPT TANK, \$500.00; DIESEL LIGHT PLANT; D13000 CATERPILLAR, 90 KW., PERFECT—ALSO HAS 10 KW. small Gas Plant, both mounted in a special-built semi, opens all around, \$5,500.00. All above prices are for cash, NO PROPOSITIONS. MINSTREL SHOW FRONT ON SPECIAL-BUILT SEMI, 60-ft. PANEL FRONT, needs some minor repairs, \$600.00.

ALL REPLIES: J. L. KEEF

CAPITAL CITY SHOWS SOMERSET, KY.

NOLAN AMUSEMENT CO.

CONCESSIONS—Bingo, Sit-Down Grab, Diggers, Pill Pool, Coke Bottles, Lead Gallery, Photo, Age & Weight and Hankies.

SHOWS—Very liberal proposition. Good Ohio fair route.

RIDE HELP FOREMAN AND SECOND MEN AT ONCE. Call at Zanesville, Ohio.

Erie, Pa., this week; Weirton, W. Va., next week.
FRED NOLAN, Route 2 So. Zanesville, Ohio
Phone: GL 2-8252 or GL 2-3398

WANTED

Experienced Long Range Shooting Gallery Operator to work Portable Gallery on a percentage. Gallery booked in Michigan.

KING AMUSEMENT CO.
Mount Clemens, Mich.

HEART OF AMERICA SHOWS

10 RIDES — 4 SHOWS — 20 CONCESSIONS
WANT TO BOOK
RIDES: Coaster, Roll-O-Plane, Rock-O-Plane. **SHOWS:** Grind Shows. Want Operator for Fun House and Snake Show. **CONCESSIONS:** Photos, Short Range. All Pitches open. Meet Hanky Panks. Pat Patterson wants Pin Store and Razzle Agents for season. Call Rome Hotel, Omaha, Neb. **RIDE HELP:** Wheel Foremen. Second Men who drive. Top money. 15 Fairs and Celebrations starting July 3. Here's the list: Wamego, Kans., Celebration, July 3-4-5. McCook, Kans., Fair, Aug. 7-8-9. Kansas City, Kans., Legion Celebration, July 7-12. Norton, Kans., Fair, Aug. 11-16. Lebanon, Kans., Centennial Celebration, July 14-19. Stockton, Kans., Fair, Aug. 18-23. St. Paul, Nebr., Fair, Aug. 25-29. Downs, Kans., Celebration, July 21-26. Lewellyn, Nebr., Fair, Aug. 30-Sept. 1-2. Osceola, Nebr., Fair, July 28-29-30. Washington, Kans., Fair, Sept. 4-5-6. Hoxie, Kans., Fair, July 27-Aug. 1-2. Holdenville, Okla., Fair, Sept. 9-13. Oberlin, Kans., Fair, Aug. 4-5-6. Bristow, Okla., Fair, Sept. 15-20. Now showing Omaha, Nebr., 6800 Railroad Ave., until May 28; Leavenworth, Kans. (payday), May 30-June 7; then per route.
TED CORY, Manager
P.S.: RED BISHOP, CONTACT ME IMMEDIATELY.

ITTER'S UNITED SHOWS

OPENING AT HARDMAN CENTER COMMUNITY FAIR, RIVERSIDE, CALIFORNIA, JUNE 3 TO 7. PLAYING HOME TOWN FAIRS AND CELEBRATIONS.
WANT CONCESSIONS THAT DO NOT CONFLICT WITH WHAT WE HAVE.
NO GRIFT OR MITT.
Contact 130 So. K. Street, San Bernardino, Calif. or phone TUXedo 444132.

VIRGINIA GREATER SHOWS

Want immediately: Griddle Man who drives, Pitch-Till-Win, Mug Outfit, Long and Short Range, French Fries, Hi-Striker, Hanky Pank Agents. Bernie Feldman wants Bucket Store Agents; only one set on midway. Ride Help must drive. No cars. Merry-Co-Round Man; Dutch, come in. Wild Life, Snake Show, Pony Ride, Unborn. Dean wants Side Show Help. Mail and wires
WM. C. "BILL" MURRAY
Newark, Delaware, this week; Annapolis, Maryland, next week.

RIDE MEN

Tilt-A-Whirl Foreman, Octopus Second Man, Kid Ride Man; all must drive and have license. Only interested in sober, clean, reliable men. Goofs and tourists, stay where you are. Salaries tops and sure. Here you will work on the finest equipment in the business, and we see that it is kept that way.
W. R. GEREN RIDES
Eastown Shopping Center, Dayton, Ohio, until May 31; after that Westown Shopping Center, Dayton, Ohio, until June 28.

SIDESHOW ACTS WANTED

Want Ticket Seller who can grind, Relief Talkers for inside and outside. Can always use a good Freak or Novelty Act. Can use Mitt Reader, I have frame-up for same.
Write or wire
PETE KORTES
c/o Olson Shows, Hot Springs, Ark., until June 6; then Decatur, Ill.

WANT WANT WANT

Percentage Dealers for Over and Under Seven, Crown and Anchor. Agents for Count Stores, Peek Stores, Cat Rack Workers. Would like to hire a married couple for Block Hoop-La. Karl Kallinski, Bill Young, get in touch for Cook House. Maury Broad, get in touch. 15 weeks of Sports Days and Celebrations in Western Canada, 5 weeks in Alaska. Roy E. Lollar, get in touch. Phone or wire:
CHUCK MAGID or HARDY BRADY
LEWIS-CLARK HOTEL, MANDAN, N. DAK.

BIG CITY SHOWS

Want for Marietta, Ga., May 26-31; then the big V.F.W. Street Celebration, Columbus, Ind., June 6-14, 2 Saturdays and 1 Sunday.
Want Hanky Panks of all kinds. Low Privilege. Good Proposition for Bingo. Bob Crawford, answer.
RIDES: Set of Kiddie Rides, also major Rides not conflicting.
SHOWS: All types such as Snake, Animal, Girl Show with own transportation. Also operator with Girls to take over complete Girl Show with living quarters.
Agents for Hanky Panks, Pin Store, Razzle and Roll-downs. Carolina Boyd wants 1 Agent for Skillo. This Show works every week. All replies to
J. W. STONE, Marietta, Ga., until May 31, then phone 7096, Columbus, Ind.

TIVOLI EXPOSITION SHOWS

Baton Rouge, La., this week; Abbeville, La., next week.
This Show carries Free Acts and man buried alive each week.
CONCESSIONS: Want well-framed Bingo, Mug Joint, Long and Short Range, Pitch-Till-You-Win, Hoopla, Bear and Glass Pitches, Bloon Darts and other Hanky Panks.
RIDES: Due to disappointment, will book Octopus for season. Also Rockplane, Spitfire and rides not conflicting.
SHOWS: Will book well-framed Girl Show for Abbeville. Also Funhouse, Wildlife and Shows of merit.
HELP: Can use 1 Count Store and 1 Peek Store Agent. All replies to **CARL ANSTED or FRANK SPINA, 4523 Plank Rd., Phone ELgin 5-2391, Baton Rouge, La.**

CLEAR LAKE, IOWA, JULY 3-4-5-6, 1958

CONTACT NOW FOR CONCESSION SPACE AROUND THE PARK.
IOWA'S MOST PHENOMENAL HOLIDAY CELEBRATION.
CAN PLACE FOR IOWA'S FIRST-CLASS STILL SPOT—DUBUQUE: Hanky Panks, Ball Games, Photos, High Striker, Pitches. Can place Second Men with chauffeur's licenses, must be sober and Single-O.
SUNSET AMUSEMENT CO.
Muscatine, Iowa, this week; Dubuque, Ia., next.

SIDE SHOW PEOPLE

Freaks, Inside Lecturer, Strong Acts of all kinds, Bally Girls, Magician, Talkers, Ticket Sellers, Boss Canvasman, Annex Attraction and other useful people who want to join the cleanest, biggest, all new sideshow in America for tour of major and State Fairs in Midwest and West, July through September.
Contact immediately: **BILL MORTON**
P. O. Box 438, Lennox, South Dakota, stating complete information, experience, lowest salary and what you can and will do.

STOCK TICKETS	TICKETS	Cash With Order Price	Double Coupon Price
1 Roll \$ 1.50	of every description.	2,000 \$ 6.90	
5 Rolls 4.50	Wheel tickets carried in	4,000 7.80	
10 Rolls 8.25	Stock for immediate shipment	6,000 8.70	
25 Rolls 18.75		8,000 9.60	
50 Rolls 24.00		10,000 10.50	
100 Rolls 44.00		30,000 15.20	
Rolls 2,000 EACH	THE TOLEDO TICKET CO.	100,000 33.00	
Double Coupons	Toledo 12, Ohio	500,000 133.00	
Double Prices	"Allied Trades Union Label	1,000,000 250.00	
No C.O.D. Orders	used"		
Size: Single Tkt., 1x2			

BEAM'S ATTRACTIONS

CONNELLSVILLE, PA., FIREMEN'S CELEBRATION—NEXT WEEK

KIDDIE RIDE FOREMAN—this job pays top salary if you can keep Rides in first-class shape and know the importance of courteous treatment to children. Also Operators for Kiddie Rides who can drive and have license. USE WHEEL MAN. EXCELLENT OPPORTUNITY for FRENCH FRY OPERATOR. ANIMAL SHOW OF ANY KIND WILL HAVE GOOD SEASON ON OUR MIDWAY. WILL FRAME ILLUSION SHOW FOR EXPERIENCED OPERATOR. ADVANCE SALE TICKET PROMOTION—PARADES—SPECIAL EVENTS—GIANT SEARCHLIGHTS ASSURE CONCESSIONAIRES PLENTY OF PEOPLE. ALL COMMUNICATIONS TO

STEVE DECKER
MASONTOWN, PENNA., THIS WEEK.

REGAL EXPOSITION SHOWS

Want for Bristol, Tenn., downtown, June 2-7

CONCESSIONS: Can place Bingo, Photos, Diggers, Novelties, Jewelry, Short and Long Range Galleries, Age and Weight and all kinds of Hanky Panks.

SHOWS: Side Show, Snake, Monkey, Wild Life, Funhouse and any family-type Show.

HELP: Sober, reliable Ride Help who drive semis. Want sober, reliable Truck Mechanic with tools. Also Scenic Artist and Painter.

Replies to **MANAGER**, Care Western Union, Johnson City, Tenn.

ROSS MANNING SHOWS

HAVERSTRAW, N. Y., MAY 26-31; NEWBURGH, N. Y., WEEK JUNE 2; THEN BUNKER HILL CELEBRATION, JUNE 13-21, CHARLESTOWN, MASS.

Concessions: Age and Scale, Hanky Panks. Cecil Brown wants Nail Store Agents. CAN PLACE MAN TO TAKE OVER MOTORDROME. HAVE COMPLETE OUTFIT, BIKES, SOUND AND NEW TOP. Le-Ola can place for Sideshow, Tattoo Man, Freak to feature. Salary no object. Jack Connors, answer. "Fat Boy," please answer. Magician (Kardo), answer. Want good Fire Eater and good Working Acts.

Write or wire **ROSS MANNING**, Haverstraw, N. Y.

GREENTREE SHOWS, INC.

Want for Williamson, West Va., this week and 12 bona fide fairs starting first week in July.

CONCESSIONS: Want flashy Bingo, Cookhouse that will cater to show people. All Merchandise Concessions. Buckets, Hat Game, Pea Pool if you have Hanky Panks; 1 Count Store if you have Hanky Panks. Must operate Count Store yourself. Also want Parakeet Pitch and Pitch-Till-You-Win.

SHOWS: Any family type show that has own equipment. Bill Hunter can use 1 Grind Store Agent, Luther Church, answer. Lou Pease wants Geek for Geek Show and man and wife for Girl Show. Attention Mr. Hershel Wright and Phil Eastman, come on.

This show has light, water and location every Sunday.
Wire **JOHN M. HULS** or **ALMON BRANNON**, Care Western Union, Williamson, West Va., May 26-31, then as per route.

WANT WANT WANT

OPERATOR FOR OFFICE-OWNED GRAB TRAILER. PREFER COUPLE WITH HOUSE TRAILER. MAN MUST DRIVE GRAB PANEL TRUCK. (Lee Larson, contact if available.) Glen Gibson wants people for Illusion and Side Show. (Red Riley, come on.) Need Boss Canvasman and Ticket Sellers.

DON FRANKLIN SHOWS

Grand Prairie, Tex., thru Friday only; Fort Worth, Tex., Celebration, May 31 thru June 7.

ROHR'S MODERN MIDWAY

Wilmington, Ill., May 27-June 1

Hanky Panks only—Age and Scale, Pitch Games, Short and Long Range, Basketball, Photos, etc. Can use one more family-type Show. Want experienced First and Second Men on all rides. Must drive, have chauffeur's license and no cars. Have opening for show-front Painter. Frank Myers wants Man or Couple to operate Mechanical and Snake Show.

D. J. ROHR, Owner—**FRANK MYERS**, Concession Manager

Wilmington, Ill., this week; then as per route.

PAN-AMERICAN SHOWS

Playing lots here and New Orleans, heart of industrial center, where there is no recession. Every week a payday. Want Hanky Panks, Lead Gallery, Bear Pitch, Ball Games, Diggers, Scales, Six Cats. Want Agents for Pin Store, Buckets and Ham & Bacon Wheel. No 10 per cent, no patch. We work every day including Sunday. Want Ride Superintendent who can produce, Tilt and Wheel Foremen, first-class Mechanic. Sonny Sharp wants Musicians and Chorus Girls to enlarge Rock & Roll Revue. Plank Road and Airline Highway, P. O. Box 562, Baton Rouge, La.
John R. Ward, Mgr.
Charley "Red" Walsworth, Asst. Mgr.

BILL STACY WANTS BINGO HELP

Callers and Countermen. Due to illness, need one Man capable of taking charge if necessary. Wire

BILL STACY

Room 211-E, Middletown Hospital
Middletown, Ohio

JIMMIE CASE WANTS

Agents or Count Store, Buckets and Hanky Panks. Solid route of Fairs and Celebrations with Victory Exposition Shows.

Phone: CHapel 2-0597
Albuquerque, N. Mex.

BINGO FOR SALE

16x32, 60 stools, nearly new canvas, Bell sound system and speaker, Ace blower, flash cloths, light stringers, etc., 300 J P. cards, system, \$1,000.00, with clean mdse.; 614 2 1/2-ton Dia. T. Tractor, saddle tanks, directional lights, 28-ft. drop frame Fruehauf trailer, all for \$3,000.00 cash. Can be booked Drago No. 1 Unit; due to illness. Wire or call Melrose 8-1078. **MRS. R. P. CRAWFORD**, 2335 Lafayette Rd., Indianapolis, Ind.

BELLE CITY SHOWS

Milwaukee and Wisconsin Concessions—Look, money; come and get it. Decoration Day, Festival, Oconto Falls, Wis., May 28 to June 1; 3rd Ward, Jackson St., St. Rocco Feast, June 5 to 8; South Gate, South 27th & Morgan and 16th & Cleveland to follow. Waukesha for 4th. Skill Concessions wanted.

CHUCK PANACEK

Oconto Falls, Wis.

FOR SALE

Spitfire, loaded on Trailer; ride needs paint, \$2750.00 for both. Some terms to responsible party. Contact

F. C. O'NEIL

263 Marshall Place, St. Paul, Minn., or W. C. Dobson, Willernie, Minn.

EVANS UNITED SHOWS

Mexico, Mo., May 26-31

Can place legitimate Concessions not conflicting. We book only 1 of a kind. No racket, no gypsies.

Can place Second Men on Tilt and other Rides. Good Celebrations to follow. Contact **MANAGER**, per route above.

IMPORTANT NOTICE

to

CARNIVAL OWNERS—OUTDOOR SHOWMEN NO ADS TO BE ACCEPTED FRIDAY

On account of Memorial Day (May 30) the June 2 issue of The Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads must reach our Cincinnati office by

3 P.M. THURSDAY, MAY 29

We will not accept ads by mail, wire or phone on Friday morning this week.

FLATS SHOWS

30 CAR RAILROAD SHOW... motorized!!

OPENING JUNE 9 AT SHEFFIELD, ALA., WITH THE BEST MONEY ROUTE WE'VE EVER PLAYED. CONNERSVILLE, IND., 4TH OF JULY, FOLLOWED BY 16 OUTSTANDING FAIRS TO OCTOBER 25

SHOWS: If you have an outstanding Grind Show with transportation, write. Man to take over operation of Paris Peep Show, contact Nat Mercy. Can use One or Two more attractive Girls for Posing Show.

HELP: General Ride Help that drive semis and have license. Dodgem Foreman.

RIDES: Will place modern Funhouse for season.

CONCESSIONS: Short Range, Glass Pitch, Derby Racer, Ball Games, Jewelry, Balloon Dart, Photos, Age & Scales, LR Buckets, Hi-Striker, Bird Pitch, Hats & Novelties, all Hanky Panks. Agents for Stores contact Ep Glosser, National 33079, Hot Springs, Ark.

AL KUNZ, Owner and Manager

P. O. Box 5515, North Birmingham, Ala. until June 7, then Sheffield, Ala.
Phone—Fairfax 3-3371

FAIR TIME SHOWS

INCORPORATED

Olivia Waldron, Pres.

800 Statler Center • 900 Wilshire Blvd.
Los Angeles 17, Calif.

RIDE HELP

WANTED
FOREMEN
and
SECOND MEN

Apply: **CHET BARKER**, General Manager, Fair Time Shows, Inc.
c/o Southern California Exposition & San Diego County Fair
DEL MAR, CALIFORNIA

RIDE OWNERS NOTICE!

Amusement Park, 586 Acres, Picnic Area, 2 Mile Developed Beach, 3 Swimming Pools, Name Bands Weekly. Not a Promotion.

A \$10,000,000 Amusement Development

RIDES: Will book Scooter, Roundup, Scrambler, Merry-Go-Round, Wheel, Coaster, Tilt and Kiddie Rides. Prefer party with complete set. Buster Gordon and Frank Joseph, contact me.

CONCESSIONS: Will book party with 6 Hanky Panks, strictly P. C. Flatties, sorry fellows, can't work. Al Dorso, call me.

Park located 30 minutes from Washington, D. C., bus and excursion boat service. Forty to sixty thousand attendance weekly. CONTACT

P. G. (DICK) STACK

2050 L Street, N. W.

Phone: Federal 7-2781

Washington, D. C.

STAR AMUSEMENT CO.

McRAE, ARK., MAY 26-31—"HEART OF THE BERRIES"

WANT

Cookhouse, Diggers, Hanky Panks of all kind. Hanky Pank privilege \$16.50 for those joining now. Want Shows of all kind—Side Show, Snake Show, Athletic Show, Girl Show. Tiny and Marge Orlando, answer.

Hide Help on all rides. Billie Schaffer and Whitey Fowler, contact; Sailor Moran can give you a good deal.

KID BURNS, Manager

SAILOR MORAN, Bus. Manager

P.S.: Ed Griffin with Cookhouse, contact.

D. D. HALE WANTS BUCKET AGENTS

No other Buckets or Flats on Show. Jimmie Leto, Pat J. O'Donnell, Stemmer and Dorothy, contact at once, have good proposition for you.
Greenwood, Mississippi next week.

GIVE TO DAMON RUNYON CANCER FUND

CETLIN & WILSON SHOWS

19th Annual Opening Petersburg, Va., May 30

CAN PLACE all legitimate Merchandise Concessions. No exclusives. All at reduced pre-war privilege at still dates. Photo Gallery, French Fries open.

WANT worth-while Grind and Bally Shows that do not conflict. No Kiddie Rides wanted. Can use sober Workingmen in all departments. Want Mule Drivers. We furnish Union Welfare.

All address: Winter Quarters, Petersburg, Va.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

LAST CALL

LAST CALL

OPENING JUNE 2, AUSTIN, MINN., AND THE FOLLOWING ROUTE OF FAIRS:

Hutchinson, Minn., Water Carnival; Fargo, N. Dak.; Jamestown, Fessenden, Langdon, Hamilton and the Minot, N. Dak., State Fair; La Crosse, Wis., Interstate Fair; All Iowa Fair, Cedar Rapids, Iowa; Albert Lea, Minn.; Nebraska State Fair, Lincoln; Oklahoma Free State Fair, Muskogee, and the Tulsa State Fair and Exposition, Tulsa, Okla.

SHOWS: Can place Motordrome and any Grind Shows of merit. **RIDES:** Looper, Twister or any new or novel Ride. **HELP:** Tower and Front Gate Man, two more Foremen with chauffeur's licenses, Second Men on all Rides. Want Man to operate combination Glass and Fun House built on truck. **CONCESSIONS:** Can place a few more Hanky Panks, Glass Pitch open. **JIMMY HARRISON WANTS BINGO HELP.** All replies to

WM. T. COLLINS, MGR., 801 E. 78th St. (Phone: Union 9-5097, No Collects), Minneapolis, Minn.

JOHNNY T. TINSLEY SHOWS

Want for Surfside Beach, S. C.

CONCESSIONS: Age, Scales, Photos, Ice Cream Bar, Custard, Snow Balls, French Fries, Foot Longs, Ball Games, Hi-Striker, Jewelry, Novelties, Cigarette Shooting Gallery, Cigarette Pitch, Bird Pitch, Bear Pitch, African Dip, Diggers, all kinds of Concessions not conflicting. (Mrs. Millar, contact.)

RIDES: Dodgem, Coaster and Pony Rides.

Ted Woodward is no longer with this show.

Contact **JOHNNY T. TINSLEY, MGR.**, Myrtle Beach, S. C.

RIDE MEN WANTED

Can place experienced, sober, reliable Foreman for Merry-Go-Round, Ferris Wheel, Chairplane and Roller Coaster. We pay top wages with good treatment. No cars, no gals, no collect calls.

For Sale—Evans Candy Race Track, like new, \$150; or will trade. What have you?

PRUDENT'S AMUSEMENT SHOWS

19 Brook St., Patchogue, N. Y. Telephone: Grover 50315

UP TO \$100.00 A WEEK

If you can cut it on three major Rides. Want at once—Ride Foreman and Superintendent. This man must be able to get three major Rides up and down with other help. Eli Wheel #5, Little Beauty Merry-Go-Round and Octopus. Must clean house and get a new crew. Also want Foreman for Merry-Go-Round—for man willing to work, this is a good job with good pay. No Concessions needed—but will book one good Grind Show. All replies to

JOE L. KING, KING BROS.' SHOWS

Uptown—Salida, Colorado, May 28-31, or per route. (No collect calls.)

JOHNNY'S UNITED SHOWS

Now showing Andalusia, Ala.—five choice still dates, then solid route of top Fairs until the last of October.

WANT Glass Pitch, Bear Pitch, Break the Record, Hanky Panks of all kinds, stock only. **HELP**—Useful Ride Help in all departments; must be licensed drivers. All replies:

JOHN PORTEMONT

Phone: 23 (9:00 a.m. to 12:00), Cantt, Alabama. (No collect.)

WANTED—AGENTS—WANTED

Capable Men for Count and Peek Stores for finest show in Midwest and Western States. Have "Ex" on Grind Stores with Show for 76 major Fairs. Contact

RAY BONA or **DAVE PICARD**
CONCESSION MGR. BUSINESS MGR.

c/o Art B. Thomas Shows, Axtell, Nebr., or phone Ft. Kearney Hotel, Kearney, Nebr.

VOLUNTEER SHOWS

MAY 26-31, PORTLAND, TENN.; JUNE 2-7, CAMPBELLVILLE, KY.
CONCESSIONS: Hanky Panks of all kinds. **RIDES:** Octopus, Tilt and Pony Ride. **HELP:** Legal Adjuster with 2 Flats and 2 Hanky Panks.

Contact **C. R. LEONARD, per route**

P.S.: Agents: Pin Store, Razzle, Over-and-Under, Beat the Dealer and Pan Game. Jimmie Davis, contact C. R. Leonard.

GIRLS FOR DANCING AND POSING SHOWS

Must be young and attractive. Want Feature Strip for Revue. Top salaries. Other Working People in all departments. Ticket Sellers who can drive semis. Long season, closing in Florida late November. Letters and wires to

MELVIN SHAFFER

c/o Blue Grass Shows, Lawrenceville, Ill.

TOWNS SMALL BUSINESS GOOD

Want a few more Hanky Panks, Diggers and Photos. Marquand, Mo., on streets, this week; then Van Buren, Court House lawn; Cuba, on streets; Bourbon, school lawn; Summerville, town square; Big Fourth at City Park, Licking; all in that order. Reasonable privilege. No gypsies, flats or collect.

Call **MANAGER, MO-ARK SHOWS.**

MEN WANTED

With chauffeur's licenses, sober, to up and down Concessions. Eddie, contact me at CLOverdale 2-4277, Brooklyn.

DANNY MANN

c/o Reithoffer Shows, Hicksville, N. Y.

FOR SALE

World's most complete Sideshow with two illusions of late Mickey Mansion. Write or phone

WHITEY ERDMAN

2108 S. 50th St. Tampa 5, Fla. Phone: 41-2974

WANT

Hanky Panks not conflicting for season. For Sale—Arcade mounted on trailer, 60 machines; will trade.

TIP TOP SHOWS

Chippewa Falls, Wis., May 30-June 1; Wisconsin Rapids, Wis., June 4-5.

FOR SALE

Smith & Smith Chairplane, adult size, 24 seats. May be seen at Sunset Ranch, Broadalbin, N. Y. Operating and bargain at \$1,100.00.

WILLIAM PATTON

430 Smith St. Schenectady 5, N. Y.

WANT

A good, clean Carnival for the **FEAST OF OUR LADY OF ASSUMPTION** Monday, August 11, to Saturday, August 16.

Write full particulars to **RALPH SANTELE**
221 French St. Hammonon, N. J.

MUST SACRIFICE

3 ALLAN HERSCHELL KIDDIE RIDES
36 HORSE MERRY-GO-ROUND
ROLLER COASTER
JOLLY CATERPILLAR

These rides have been operated only 2500 hours and are in excellent condition, must be seen to be appreciated.

Contact:

BILL POBLOCKI

2159 S. Kinnickinnic Ave. Milwaukee 7, Wis. Ph: SHERidan 4-6655

CHAS. LE ROY

WANTS

Side Show People, Tattoo Artist, Pin Cushion, Fire Eater, Sword Swallower, Novelty Acts of all kinds. Address care

THOMAS JOYLAND SHOWS

Beckley, West Va., now.

KLEIN AMUSEMENT CO.

CONCESSIONS: Want Photos, small Trailer Grab, Scales, Roman Targets, Duck Pond, Apples and Novelties. Also other clean Concessions not conflicting.

Pipestone, Minn., May 26-28; Brookings, S. D., May 29-31

WANT!!! WANT!!! WANT!!!

For Tishomingo, Okla., Fish Festival, now booking for Grand Opening, May 26-31, 1958.

Will book Concessions of all kind. Will book Monkey Show or Snake Show. Low P.C. Want Agent for Buckets and Swinger and Roman Target Ball Games. Ride Help wanted and Foreman for Merry-Go-Round; Chairplane; Second Men on all Rides. All must be licensed semi-drivers. Will book well-flashed Pony Ride. Will book 2 or 3 Kiddie Rides. All reply to

MANAGER, Tishomingo, Okla.

FOR SALE

16x38 Bingo; Concession, 14x16 ft.; Trunks for Stock and Wheels. Can get them at your own price.

Phone: HUDson 8-5024. Address: 2343 Cambridge Blvd., Columbus, Ohio.

LEO MAMAS

Thank You S. PURG

Boto and Louise McDade, Concessionaires, ROYAL AMERICAN SHOWS, for your new BUICK ROADMASTER purchase.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

SACRIFICE SALE DUE TO DEATH

2 Automatic Three Pin Games, \$15 each. Pitch-Tilt-U-Win, \$150. Balloon Dart, \$150. (Frames, tops, light stringers, and stakes are included with above games). 1 Ford 1 1/2 ton van body truck, new rebuilt Mercury engine '47, air brakes—\$100. Miscellaneous stock—Price: \$650 takes all or will sell items separately. Doughnut & Potato Chip machine (combined)—\$75, (cost \$200 new). Mrs. Helen Hird, Box 233, Duxbury, Massachusetts

JACK COOK

WANTS

Hanky Pank Agents of all kind, Floss and Snow. Wire or come, two miles from Searcy, Ark., on Fairgrounds Road.

Leaving Winter Quarters on Saturday, May 24.

Midway of Mirth Shows

Want Ferris Wheel Foreman, other Ride Help who drive semis. Can place Concessions: Milk Bottles, Slum Stores, Photos, Guess-Your-Age, Hi-Striker. All annual Celebrations, Fairs and Centennials. Address: Winchester, Ill., this week; Auburn and Arcola, Ill., to follow.

W.G. WADE SHOWS

JACKSON, MICH.

June 2 thru 7

—WANTED—

Foremen and Second Men for Merry-Go-Round, Wheel, Tilt and set of Kiddie Rides. Prefer semi drivers.

—CAN PLACE—

One or two Grind Shows.

—OPENING—

for French Fries, Photos and Hanky Panks not conflicting.

D. WADE

W. G. WADE SHOWS

Kalamazoo, Mich.,

all this week.

AGENTS WANTED

For Buckets, Alibi & Hanky Panks. Sandy Watson, call. Eddie Ender-son, come on.

ROGER YOUNG

c/o W. G. Wade Shows, Kalamazoo, Mich., this week.

COOKHOUSE HELP

Wanted

Ben Buck, call. Want Walters, Dish-washers and Griddle Man.

Contact **BOBBY COOPER**

WORLD'S FINEST SHOWS

Sault Ste. Marie Ontario, Canada

CONCESSIONS WANTED

For

ANNUAL STREET CELEBRATION

Stockton, Illinois

(20 Miles West of Freeport, Ill.)

Sponsored by Lions Club.

F. C. NIEMEYER, Sec.

Phone: Main 3

RIDES WANTED

Opening for exclusive on SIX OR MORE RIDES for the **VAN BUREN CO. FAIR** August 5 to 8.

ARTHUR J. SECOR, Secy.
Keosauqua, Iowa

WANT AGENTS

Also Transformer Show Electrician. Rickie, wire Phil Hunter.

CHUCK DUMA

c/o Jimmie Chanos Shows

Anderson, Ind.

ATTENTION, CARNIVAL MANAGERS

WANT MEDIUM SIZE CARNIVAL

We would be happy to accept either of the following dates from the right group: Sept. 1 to 6; 8 to 13; 15 to 20; 22 to 27; 29 to Oct. 4. Contact

BILL WATSON, County Agent
P. O. Box 128 Lexington, Ga. Phone 110

PRICED FOR QUICK SALE

One new Allan Herschell basic Rodeo Ride, \$1,200.00 off list price.

TED COLE

9 Everett Rd. Salem, Mass.

WANT - - - WANT

Foremen for #5 Eli Wheel and Octopus. Need Second Men on all Rides. Top wages and BONUS. Can use Wives as Ticket Sellers. Need a few more Hanky Panks. Contact

Carroll's Greater Shows

Spring Lake Park, Brooklyn Center, both Minneapolis, Minn.

HELP WANTED

First and Second Men for the following Rides: #5 Eli, 26-foot Merry-Go-Round, seven-tub Tilt-a-Whirl. All in good condition. Must drive semi and have operator's license. Jack Monty, call me.

S. B. RHODES

1701 Harrison Amarillo, Texas

PEPPERS ALL STATES SHOWS

Four-Million-Dollar Payroll June 1. Want A-1 Wheel Foreman for a park until Sept. 2. We close Nov. 29. Also want Agents for office Concessions—Scales, Coke Joint, Bear Pitch, Hoop-La, Penny Pitch, Balloon Darts. Will book high-class Photos. Join on wire.

Address: Ft. Walton Beach, Fla.

AGENTS

For top Fairs and Celebrations in the Southwest. Want Agents for Buckets, 1-Ball, Balloon Darts, Fishpond, Roll-A-Ball, 6-Cat, Basket and Add-Up Pans. Need Alibi Agents immediately. (Rick Davis, have good proposition. Get in touch. Steve, get in touch.)

BUSTER BROWN
2001 Fairview Ft. Worth, Tex.
Terminal 4-1231. No collects.

BUCKEYE STATE SHOWS

Playing All Ohio Celebrations Bremen, O., May 28-31; Activities Committee; Nelsonville, O., American Legion, June 2-7.

Want Concessions and legitimate Games of all kinds, including Bingo and Popcorn. Want Ride Help—#1 and #2 men; must drive. Top wages, pay each week and bonus. Wheel, Jernny, Chairplane, Roundup, Rockplane, Octopus, Tilt, Coaster and Kid Rides. Want good Man for live Pony Ride; haul in bus, have sleeping quarters.

Contact MANAGER Moxahala Park, South Zanesville, Ohio.

WANT RIDES

G-16 Miniature Train, Hand Car, Small Coaster, and Scooter. Interested in other Major Rides. All reply:

Box 211
Maple Shade, New Jersey

FOR SALE

Or will trade for any other major or Kiddie Ride—one Dark Ride, in A-1 mechanical condition. Also for sale—one Eli #6 Wheel, new condition.

JOHN RUSSELL
UNCLE JOHN'S KIDDIELAND
P. O. Box 472 Vincennes, Ind.
Phone: 4785

FOR SALE

1946 Cruner Chairplane, 16 passenger, \$800.00 without transportation.

1939 East Co. Rd. F
White Bear 10, Minn.
Phone: Garden 9-2596

WANTED TO LEASE

On percentage for season South Carolina Beach beginning early June, Merry-Go-Round and other Rides. Equipment must be in excellent condition. No others need apply.

Call Sunset 7-5910
J. W. BROWN
6440 E. Shore Road Columbia, S. C.

SHORTER'S GREATER SHOWS

Want for Le Center, Minn., Centennial on the Streets.

Popcorn, Snow Cone, Carmel Corn, Ice Cream Stick, Mitt Camp with Concession, Mechanical Show, Fat Show. Want Agents for 6-Cats, Buckets, Pan Game, Picture Frame, Razzle and Bear Pitch. Useful people in all departments, also Electrician. All answer: MANAGER. Phone, no time to write, Le Center, Minn.

Holiday Amusement Co.

Rides—Can use capable Foremen for Octopus, Schiff Coaster and Second Men who drive.

FIELDING GRAHAM
Shawnee, Kans., May 26 to 31; Marshall, Mo., June 2 to 7.

CARNIVAL WANTED

For Diamond Lodge No. 309, I. B. P. O. E. of W., at Richmond, Ky., for a week stand. Would like to have 8-10 Rides and 10-15 Concessions. Would like to have it between June 23 and the first week in July.

JOHN SHEARER
Apt. C-1, Dillingham Hts., Richmond, Ky.

Rain Dogging Continental Dates in May

HUDSON, N. Y.—Continental Shows drew rain here last week, following a wet stand in Glens Falls the previous week. Rain hit Glens Falls on two days but spared the Saturday (17) matinee, and as a result the outcome was better than in 1957.

The show has been dogged by rain for several weeks as have most Eastern units, with Bennington, Vt., being hampered thruout the week. The spot showed promise, it is reported, but the weather break was bad.

Paul La Cross, general agent, was hospitalized for five days as a result of a self-inflicted gunshot wound while practicing his shooting act prior to the Bennington date. He has been working trick shooting ahead of the show and as an independent act in the winter.

Klein to Repeat Ninth Year at Edgerton, Minn.

EDGERTON, Minn. — Klein Amusement Company of Sioux Falls, S. D., will provide the mid-way attractions for the ninth consecutive year at the ninth annual Edgerton Dutch Festival and Minnesota Centennial Jubilee here July 16-17.

The event, which is sponsored jointly by the Edgerton Civic Club and Post No. 42, American Legion, has grown larger each year. Night turnouts of 20,000 have become common, according to Clifford H. Peterson, general chairman for the ninth straight year.

Parades starting at 7:30 p.m. again will highlight both days. About 25 bands and drum and bugle corps will participate this year, Peterson said.

COPELAND AMUSEMENT CO.

Opening Limestone, N. Y., May 26-31; Mahoffey, Pa., June 2-7.

WANT
Concessions all open—except Popcorn, Cotton Candy, Sno Balls and Apples. Shows—Good Grind Shows on small percentage. All wires to

DAVE COPELAND, Owner
GEO. HAMDEN, Concession Mgr.

Wilson Famous Shows

This week, Normal, Illinois

WANT
Ride Help who drive for Wheel, Scooter, Merry-Go-Round and Scrambler. Can use a few more Hanky Pank Concessions.

COOKHOUSE

New, approximately 20'x36' trailer. Stools and booths. Catering to public and show people. Prefer large show with joints. Wire

J. G. LOWERY
Austin, Texas
Phone: Greenwood 8-4964

WANTED

Ferris Wheel Foreman, first class, \$75 per week; \$25 per week bonus plus percentage. Can place Chairplane Foreman. Will buy or lease Merry-Go-Round and Kiddie Rides.

D. VAN BILLIARD
Home Office: Oaks, Pa. Glendale 2-4561.

ALIBI AGENTS

WANTED

Swinger, Six Cats and Buckets. Opening with Olson Shows, Hot Springs, Ark., May 28. Have strong route. Contact: **DON PIERSON** (Phone: National 3-4154) Hot Springs, Ark. P.S.: "Whitey," contact.

Season Encourag'g

Continued from page 55

Gooding recently visited the Allan Herschell Company plant at North Tonawanda, N. Y., to inspect a model of the portable Herschell Mouse ride and arranged for the ride, which is to be completed in August, to play some fair dates under the Gooding banner. The unit, which will have a height of 20 feet and occupy a space of 100 by 51 feet, is to be of steel construction, will be assembled with pins for portability, and will be transportable in two trucks.

Gooding and his daughter, Joyce Ann, will fly June 8 for Brussels and the World's Fair. They plan to be abroad about eight days.

WANT

Foremen for Scooter (semi mounted), No. 5 Wheel, new Merry-Go-Round. Also Second Men.

HARRY DAY, Mgr.

A. J. SUNNY AMUSEMENTS
116th & Kingsman, Cleveland, O., this week.

Phone: Washington 1-4679

WANTED

Experienced Foremen for Merry-Go-Round, Tilt-a-Whirl, Rock-o-Plane, Scrambler and Kiddie Rides.

DELGARIAN AMUSEMENT COMPANY
1759 New Neland, Chicago 35, Ill.
Phone: Merrimac 7-2103

WANTED

Hanky Panks, Hi-Striker, Photos, Jewelry, Bumper, Grab, Glass Pitch, Bear Pitch, some P.C. open. Ted Lewis wants Six Cat and Bucket Agents: Pee Wee, come on. Contact **B. E. DAVIDSON**, Davidson United Shows, 2910 Walker St., Des Moines, Iowa. (Windsor Heights, Des Moines, Iowa; Minden, Iowa; Panora, Iowa.)

WANT CONCESSIONS

For the ANNUAL V.F.W. CELEBRATION
July 3-4-5, Geneseo, Illinois.
(Population, 5,000.)
Contact
POST #5083

SIDE SHOW ACTS WANTED

NORTHWEST ROUTE
Girls for Illusion, Fireeater, Pin Cushion, Working Acts all types. Freak to feature. Especially want Man and Wife Teams and Half & Half. Pitch Acts welcome. Show now open with good 16 weeks' route. **VANTEEN, MAGICIAN**, c/o Rainier Shows, or per route. Longview, Washington, May 26-31.

NEED AGENTS

For Pins, Count, also P.C. and Six Cats. Good Truck Driver, George, answer or come on. Port Clinton, Ohio, this week; then Oak Harbor, Ohio.

JOE REYNOLDS
c/o MOTOR STATE SHOWS

WILL BOOK

Popcorn, Peanuts, Screened Cookhouse, Agents for High Striker, Fish Pond and other Hanky Panks. Kagin Make, come on. Foreman for Eli and Tilt; Second Men who drive, stay sober and work. Contact **DYER'S GREATER SHOWS** Florissant, Mo., this week; Flat River follows or

FRANK BUSCH
1527 So. Lauderdale, Memphis, Tenn.

WHEEL MAN AND KIDDIE RIDE

HELP WANTED

Bill Ehlert, call Tony.
GOOD TIME AMUSEMENT
8320 Pelham Drive, Parma 29, Ohio
Phone: Tuxedo 5-5191

NOW BOOKING

Concession privileges for the 37th year. THE 1958 WEST SIDE NUT CLUB FALL FESTIVAL, Evansville, Ind. Oct. 6 thru 11 inclusive. Only legitimate Operators wanted. Contact

ED CLAIBORNE
258 S. Sonntag Ave. Phone: HA 4-2897

WANTED

Talkers and Strippers; salaries and tips guaranteed. Best Girl Show territory in East.

RITA CORTES
c/o Penn Premier Shows, Williamsburg, Va., May 26-29; Ft. Eustis, Va., May 31-June 8.

Crafts 20 Big Shows, Inc.
Now booking Shows and Concessions for **SOLANO COUNTY FAIR, VALLEJO, CALIF.**
JUNE 20-28, INCLUSIVE. 10 BIG DAYS—10 BIG NIGHTS

Roy Shepherd, Ride Supt., can use Foreman and Second Man for Rides, also Semi Drivers—5 cents a mile, extra pay for driving. Can use two more Women Ticket Sellers; all to join at once.

Wire, Write or Phone
CRAFTS 20 BIG SHOWS, INC., 7283 Bellaire Ave., North Hollywood, Calif.
Phone: Poplar 5-0909 or Poplar 5-0320—Night: Poplar 6-2737

LIONS' CLUB FESTIVAL

5TH ANNUAL
MAIN ST.—JUNE 9 THRU 14—E. HARTFORD, CONN.

150 EXHIBITS—HORSE SHOW—RODEO—DANCING—FIREWORKS—NAME STARS

WANT—Stock Concessions of all types, Hanky Panks only; limited space. Our Lady of Mt. Carmel Celebration in Hartford Center to follow. CONTACT: 22 SUMNER ST., JACKSON 2-0575, HARTFORD, CONN.

NEW ENGLAND AMUSEMENTS WANTS

EAST DEDHAM, MASS., MAY 26-31; RANDOLPH, MASS., JUNE 2-7
Concessions of all kinds, Pitches, Hanky Panks, Long and Short Range Shooting Galleries.

Due to ill health and sickness can place capable Agent or Couple for Popcorn, Candy Apples and Candy Floss, all in one store. Do not apply unless you can take full charge. Also Operator for Funhouse.

We play East Hartford, Conn., June 9-14.
All replies or person to person calls to East Dedham, Mass.
HARRY J. KAHN

FOR SALE — RIDES & ORGAN

Large 9x10 beautifully carved front Organ, lots of endless cardboard music, first \$1,000 gets it; super de luxe Rolloplane, used in park, 3 phase motors, ready to go, sacrifice \$3,000; A. H. 8-car Auto Ride, \$800; 1 Kiddie Electric Train, 1 gas Train Engine and 3 Coaches, \$950 each; 1 Kiddie Tractor-Trailer Fire Engine, cost \$4,000, bargain \$1,050; Kiddie Tilt-a-Whirl, something new, \$1,050; small Kid Merry-Go-Round, \$850; several more.

F. ALLEN
1400 Brewerton Rd., Syracuse 11, N. Y. Phone: GL 4-3000

ATTRACTIVE GIRLS

For new type production playing State Fairs July through September. No stripping, dancing or experience necessary if attractive, sober and reliable, with good figure. Costumes and transportation provided if necessary. Fine opportunity for good career in show business. Lee Parker, Barbara, Frenchy, Kitty, Margie, Betty, Lois Martin and all others contact

ALLAN SCOTT or BILL MORTON
P. O. BOX 438, LENNOX, SOUTH DAKOTA, IMMEDIATELY.

PAGE BROS.' SHOWS

Want Bingo and Hanky Panks of all kinds, such as Jewelry, Lead Gallery, etc. Ride Help—Foremen for Wheel, Fly-o-Plane, Caterpillar and Schiff Coaster. Top salary and bonus; must drive. (No cars.) Grind Store Agents and Girls for Girl Show.

W. E. (SHOTGUN) PAGE or JOHN REED
c/o Breeding Hotel, Monticello, Ky., now; Richmond, Ky., next week.

BEE'S OLD RELIABLE SHOWS, Inc.

WANT WANT
Concessions: Long and Short Range Galleries, Custard, Hanky Panks. Shows: Girl Shows with own equipment, Snake (Col. Middleton, answer), Fun House, Glass House, Mechanical, Monkey or any Show not conflicting with own equipment. FAIRS until we close, starting at Springfield, Ky., June 16. For Sale: 7 1/2 h.p. 3-phase 220 Motor suitable for Roll-o-Plane. All replies:

RAYMOND C. HULS, JENKINS, KY.

RIDE MEN—FOREMEN AND SECOND MEN

Foreman for Wheel. Second Man for Caterpillar. Man to handle three factory Kiddie Rides. All rides are in A-1 shape. Our rolling equipment is in good shape. Pay is good—every Wednesday. Must be semi driver and licensed. No cars, no gals, no wine. This is a 10-ride show—and we do go north. Come on in now; we have a ride unit out now.

FLOYD KILE, Mgr., Floyd O. Kile Shows, Clinton, La.

WANTED—AGENTS—WANTED

FOR A PROVEN ROUTE OF CELEBRATIONS AND FAIRS IN MINNESOTA.

Agents for Picture Frame, Buckets, Six Cats, One Ball, Bushel Baskets, Hoop-La. Good proposition for P.C. Agents. Pea Pool still open. (Smoke, what happened? Come on.) Oklahoma and Louisiana Fairs to follow after Minnesota route.

Contact **JOHNNIE GIERE** or **JAMES BAREFIELD**, c/o North American Shows, St. Louis Park, Minn., thru May 28; Monticello, Minn., May 29 thru June 1; then per route.

GEM CITY SHOWS

CONCESSIONS: Want Hanky Panks of all kinds, including Scales and Age, Grab, Ice Cream and Novelites. HELP: Men on all Rides, including some Foremen. Must drive and have licenses. SHOWS: Any good Show of merit with own transportation.

ALL REPLIES:
THOMAS D. HICKEY, Gen. Mgr., or DON GRECO, Con. Mgr.,
c/o Western Union, Tuscaloosa, Ala., this week.

GIRLS - - - GIRLS

For Girl Show—\$100.00 per week, with or without wardrobe. Want Semi-Truck Drivers and Ticket Sellers, \$50.00 per week. Want Candy Pitchman. Show opens middle of June in the Middle West. Wire or call

F. W. MILLER
6101 CHEF MENTEUR Phone: Whitehall 4-4969 NEW ORLEANS, LA.
(New Orleans until June 1; then Bluffton, Ind., June 4-9)

A. R. BRIGGS SHOWS

WANT RIDES, SHOWS AND CONCESSIONS
Book non-conflicting Rides. Book small Show that can set on the streets. Short and Long Range Galleries, Basketball, Coke Bottle, Mug Joint, any non-conflicting Hanky Panks. Ride Foremen for Merry-Go-Round, Wheel and Chairplane. Need Man for Schiff Coaster. John Gray wants Hanky Pank Agents. Need Help on Count and Peek Stores (the only joints on the show). All who have worked for me in the past contact by phone. Bob Lee, contact. All others:
A. R. BRIGGS or J. P. THOMPSON, c/o Police Dept., Miamisburg, Ohio, this week.

R-B's Boston Garden Date Shows Increase

Advertising, Publicity Increased; Capacity Attendance on Weekend

BOSTON—Ringling - Barnum Circus wound up a six-day, 13-performance stand at the Boston Garden Sunday (18) attracting approximately 90,000 patrons to put the gross a third up on last year's off take. This worked out at an average of about 7,000 customers each performance, which, considering there is supposed to be an industrial lag in these parts, seemed encouraging.

Garden officials were of the opinion that this year's show was more to the public's liking. Also helping was the heavier emphasis on publicity which had been hiked 50 per cent over last year. Publicity also was excellent, with newspapers coming thru well. Various of the clowns and acts did well on television shows.

A good deal of the budget went for TV and radio and some of it was spent in the Worcester area, where there was no show this year. Window cards were emphasized and there were perhaps a few more 24-sheet billboards on highways than last year.

The advance had been ahead by 20 per cent with a sizable amount coming from the Worcester section. Garden Treasurer Edward Powers said there was no resistance to the \$4 tag as was noted last year. The Garden handled the box office.

AFTER TV

Tim McCoy Gets Offers; Show Up 40%

UKIAH, Calif.—Col. Tim McCoy, feature of the Carson & Barnes Circus and winner of \$8,000 on a TV show, "\$64,000 Challenge," said here last week that effect of the TV appearances has been of "terrific impact."

In his third weekly appearance on the show, an opponent missed questions which McCoy answered correctly. The category was history of the Old West. To make the programs, McCoy flew to New York on Sundays, while the circus was idling or making matinees only. His conversations on the air boosted Carson Barnes and circuses generally.

McCoy said that offers are "pouring in" from people and programs who want to book him for TV and other appearances.

Jack Moore, owner-manager of the circus, was quoted as saying business for the circus increased about 40 per cent as a result of McCoy's appearances on TV.

McCoy reported his wife was returning to their home to act as his agent in handling offers that have been coming to the show and their home.

Roger and Barbara Towne entertained friends on the Ringling and Beatty shows in New York. They will be hosts at their home in Buffalo when the Beatty show plays there. CFA Dan Quink, of Michigan, was with them at the Ringling show. . . . J. W. Hartigan Jr. caught Cristiani, Beatty and Beers-Barnes in the vicinity of Morgantown, W. Va., his home.

The concession and novelty business was reported higher than usual.

Performance toward the end of the week did excellent business. The Saturday morning and afternoon shows were both sellouts, with the Saturday night show doing better than last year with better than half a house. The two Sunday performances chalked up good grosses chiefly because of promotional work among Boy Scouts, CYO, and other groups.

Tom Packs Reveals Route, Act Plans

ST. LOUIS—Tom Packs Circus opens its summer tour at Nashville June 11-14 with the 15th annual Shrine Circus there.

Route will be approximately the same as in past seasons, according to Jack Leontini, with the Springfield, Ill., Shrine date being added. For this year only, the show will skip the series of Southern Illinois Shrine Club dates it has played for the past several years, he said.

For the Pittsburgh Police Circus at Forbes Field, July 17-19, Tom Packs Circus has signed Sky King and Penny, ABC-TV personalities. Part of Sky King is played by motion picture actor Kirby Grant.

The St. Louis Shrine date will again be staged in a 10-ring format. A 7-unit set-up for the University of Wichita Stadium calls for three rings and stages on each side of the field and a large ring in direct center of the playing area.

Tom Packs will have charge of the show, with Jack Leontini and General Manager Bud Hoeber. Ray Goldschmidt will be auditor-treasurer with the show, Bill Prunyn will again front the band with Angie Orthwein as vocal soloist, and Dick Ware as the announcer.

John Manke will be in charge of the working personnel and drivers, and Arthur Grotefent is the electrician.

Fireworks will climax performances in Springfield, St. Louis, Wichita; Natchez, Gulfport and Jackson, Miss., and Lafayette and Baton Rouge, La. Loran Wisdom is pyrotechnician.

Polack Makes 7 Calif. Stands

SACRAMENTO, Calif.—Forthcoming route of the Polack Bros. Circus will take the show to stands in California, Idaho and Utah in the period ending with the Fourth of July. This route will bring to seven the number of California towns the show is playing in the first half of the year.

Show played Oakland (14-18) and Vallejo (20-21), with Sacramento running May 26-June 1. San Francisco is June 3-7 and Santa Rosa is June 10-11. Then come Boise, Idaho, June 17-19; Twin Falls, June 20-21; Ogden, Utah, June 25, and Salt Lake City, June 26-28.

Polack is to play the Delmar Fair at Delmar, Calif., July 1-3, followed by its regular July 4 date at the Rose Bowl, Pasadena. From there it jumps to Calgary, Alta., for the Calgary Stampede, July 9-12.

PHILADELPHIA GETS CIRCUS CONCENTRAT'N

PHILADELPHIA — Circuses are ganging up on Philadelphia. Cristiani Bros. Circus plays the regular Light-house lot Sunday (25) thru Saturday (31). Hunt Bros. Circus is at the other side of the city for Memorial Day weekend, and also played northern suburbs.

Ringling is slated for Connie Mack Stadium, June 3-8, and it has splashed wait paper over the area. Ringling also is using a half-price ticket campaign. Kelly-Morris has been scheduled thru the suburbs.

Included in the season's program line-up are the following:

Norma Cristiani's Elephants, with Rex and Barbara Williams; Pat Anthony's Wild Animals; Baudy's Greyhounds and Monkeys; Konyot Chimps; Roland Tiebor's Seals; Aldo Cristiani's Doberman Pinschers; Erik Adams' Chimps; Gee-Gee Powell's Alaskan Huskies; Ruby Haag's Dog and Pony Revue; Roberts' Liberty Leopards, worked by Charlotte Walch; Carlyles, teeterboard; Symphonettes, acrobats; the Donnies and the Eddies, trampolines; Lola Dobritch, the Linares and the Barronis, tight-wire; the Goetschis, unicycles; Meyand Trio, unicycle juggling; the Ascots, Risley; Fredianis, acrobats; Dorchesters Troupe, bareback; Rhodins, high aerial; The Sky-Diver, flame dive; Miss Rietta, high mast; Flying Zacchimis and Flying Palustres, flying return; Simru Duo, sky-dancing; Nerveless Nocks, four-pole exchange; Zac-

(Continued on page 61)

Beatty Alters Running Order

DUQUESNE, Pa. — Season's program for the Clyde Beatty Circus includes Clyde Beatty's Wild Animals, Hugo Zacchini and Josephine Berolini. Running order of the show has been changed as it switched from its month-long stand at Palisades Park to standard road operation. Some acts were booked only for Palisades.

Caught recently, the running order went like this:

1—Grand entry. 2—Beatty and his lions and tigers. 3—Two elephant-pony combinations worked by Audrey Campbell and Colleen Alpaugh. 4—Clowns. 5—Dorothy Jordan and Lurline St. Varian, loop-loops. 6—John Cline's baby elephant. 7—Clowns.

8—Attalina, Webers and Gaona, wire acts. 9—Mario Gaona, trapeze, and six web girls. 10—Clowns. 11—Joannides, slack wire juggler. 12—Antoinetta Rizzi, slide for life. 13—Alexander Konyot, Joan Becker and Rosalie Nicholas, high school riding.

14—Clowns. 15—Cucciola and Sister, pony riding act, and pony drills by John and Milonga Cline. 16—Clowns. 17—Josephine Berolini. 18—Victors, casting. 19—Clowns. 20—Elephants worked by John Cline, Audrey Campbell and Colleen Alpaugh.

CIRCUS REVIEW

Spruced-Up Mills Show Displays New Talent

By TOM PARKINSON

WESTMONT, Ill.—Mills Bros. Circus has a month of adequate business behind it, a good route and active advance ahead of it, and good looking equipment on it.

The performance is in keeping with the Mills standards of recent years, with some of the newly imported talent strong enough to attract attention from other shows and bookers for the future.

This was the show's first stand in the Chicago suburban area this season. It stays in the territory thru May 31 and then goes East. It is the first show of the season in the lucrative Chicago suburbs.

Best Appearance

A new big top, a 120 with three 40's, is due in June, with that the show will present the best appearance of its 19-year history.

At this point, the show's trucks are well painted. Seven-seat wagons not only present a neat array of chairs and blues but also eliminate banging of seating that damaged paint in the past.

Lighting is getting attention on the show now and the center ring

is equipped with three-way units that provide light upward, downward or in color. There is illumination without glare to the audience.

The seat wagons represent further changes on the show. They and aluminum poles mean the show moves with about half as many working men. They also have ended the need for performers to do chair pie here. This means the show is ready to open at 9 or 9:30 most mornings and ready to roll quicker at night. They also are among several important factors that permit the show to move on far fewer trucks than in the past. The same basic show moved once on 48 units, last year on 22 and now on 26, Co-Owner Jake Mills notes.

Outright Sales

Winning favor of Co-Owner Jack Mills is the set-up by which the show sells dates outright. Four of these have been contracted so far this season, each for a flat fee. The show retains concessions, seats and midway and at the same time eliminates work and expense of advance promotion. One of these sale dates is coming up May 31 at Park Forest, Ill. Another comes a couple of weeks later at a shopping center in Ohio.

Performance Highlights

Highlights of the performance include work by Gerda and Pedro, Jeannine Duc and Cowboy Francesco and Miss Arizona, all among the new imports resulting from the Mills Bros. European talent search.

Show opens with a grand entry and dancing in the rings. The Bakers follow with hat juggling, and pony drills worked by Edith and Sandor Beketow come third.

Centered next are Les Alberts, (Continued on page 64)

Harold Plays Austin Date; Reports Hike

AUSTIN, Tex.—Harold Bros. Circus closed its first appearance here with a reported 20 per cent increase over last year's show. The circus is under Shrine auspices.

Performance here included Hawthorn Wild Animal Fantasy; Aerial Georges; Wiswell's Funny Ford; La Norma; Jan Risko and Nina; Koa, African male elephant; Forsetz-Mendez Trio; Flying Thrillers; Paramount Bears; the Great Barton; Norbu; Fredonia Troupe, and Rietta.

Clowns here were Charlie Cheer, Rudy Docky, Wimpy, Al Ackermann and Joe Madden.

Harold Voise, president of the show, said that an extra show was scheduled for Saturday morning to accommodate the kid ticket users.

Wallace Title Used in Minn.

MINNEAPOLIS—The Wallace Bros. Circus title is being used here in connection with a circus to be produced July 9-13 under auspices of a crippled children's organization.

Show expects to play also in St. Paul, Duluth, Rochester and Winnipeg. Plans call for appearing under canvas.

Promotion is being handled by A. E. Fortier and Wilson Storey is scheduled to produce the performance.

21—Seguras, teeterboard, and Joannides, juggling. 22—Hubert Weber, slide for life, and Hugo Zacchini, cannon. Raymond Aguilar has a seven-man band. Count Nicholas is equestrian director. Midway includes a combined menagerie and side show under one top, plus hippo and ape walk-thrus. Show carries seven elephants.

R-B Animals, Cages Arrive At Pawtucket

PAWTUCKET, R. I.—Arrival of some Ringling animals here under a lend-lease agreement with the city brought some surprises as well.

Two circus flat cars arrived with seven cage wagons and a pair of giraffes, a rhino, hippo, two tigers and a baboon, all of which the city will keep for about 11 months, until Ringling wants them again for its New York City engagement.

Also arriving were some polar bears, lions and a leopard the city purchased outright from the circus. But not included were a baby elephant and a zebra the city bought. These are to arrive from Sarasota by truck later.

Also not arriving here were several empty cages. These and two circus flat cars to haul them were stored in New Jersey, it was learned.

The arrivals did include four men who had been with the circus and expected to be hired by the city. One of them, Joe Beane, was hired for a week to tell zoo men about caring for the giraffes.

The animals arrived here in the morning of May 13. Unloading efforts began about 2 p.m. and by late afternoon one cage had been removed from the flats. Other cages were left on the cars until the next day.

McGaw in California

DIXON, Calif. — The McGaw Motor Circus was billed to appear here Saturday (17). Show is operated by Bill McGaw and uses automobiles in connection with acts. Last year the same title was used in connection with a somewhat different type of show, which had support from the Ford Motor Company. It is understood that this year's show is operating under auspices of local organizations instead.

SELLO BROS.' CIRCUS
"America's Fastest Growing Circus"
WANTS
Man to take complete charge of all Concessions. Boss Canvasman for 70—2-30-40.
P. O. BOX 546, Woodinville, Wash.

Need 2 Good Phonemen
Only top salesmen need apply. Call on contractors and sub-contractors. Second Year—Parade of Homes Show. Builders' Assn. Contact
Director of Program
Phone: ADams 3-8808
Waterloo, Iowa

PHONEMEN WANTED
Tickets, Book and Banners for Decatur, Ill. You get paid every day over here, 35% Coxies, welcome, come in, especially Bob Walker, Ed Smith, Barney Spears.
DENNIS POWER
Room 121, St. Nicholas Hotel

HAGEN BROS.' CIRCUS
Can place Family Act and Ground Acts that do two or more. Long season. Truck Mechanic; Hugh Scott, answer. Seat Men, Riggers, Canvasmen, Animal and Elephant Men. Can place help in all departments. All my old help come on or contact
JAMES M. COLE, Manager
as per Billboard route

PHONEMEN
Can place two in Columbus. Also couple with car. Must be reliable and sober. If not, don't call.
AMherst 8-6223, Columbus, Ohio.

WANTED
Professional Ad Phonemen for I.O.O.F. State-Wide Rodeo.
Phone
CHAIRMAN OF COMMITTEE
Fort Wayne, Indiana
Anthony 2068—between 9:30 a.m. and 3:30 p.m.
No drunks. No collects.

PHONEMEN
Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.
DU 86085
ROY BELL

AMERICA'S FINEST SHOW POSTERS
WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

2—PHONEMEN—2
Good deal. Year-round work. Pay every night. Must pay own way. Can write \$200 or more per day easy. Phone:
HOMER E. GILLILAND
Hemlock 3-8557, Lake Charles, Louisiana
P.S.: Mike O'Neal, call Dick Allen collect.

3—PHONEMEN—3
Strong auspices. Excellent benefit. Paid collectors. Six hours a day. If you are a drunk, phone room promoter or prima donna, stay away.
ART BENNETT
Phone: Jackson 2-7911
Huntington, W. Va.

10 POWER MEN
8 solid deals. Everybody co-operating. Ready to go. Come on in and get well, boys. Cut it you must. Drink if you must (too much and we'll hang up). Following call: Bill Moore, Bill Stover, Sam McClure. Coxies, you won't last, so skip me. POSITIVELY NO COLLECTS OR ADVANCES. (Just had it from folks that I trusted.)
Call ROGER, PIONEER 3-7601, DANBURY, CONN.
P.S.: J. and E., you could have borrowed a yard anytime, how come you do me? Call me.

UNDER THE MARQUEE

By TOM PARKINSON

Pinito Del Oro, trapeze performer, who was injured in at fall while with Circus Scott in Sweden, is recuperating well, according to Tom Scaperlanda, San Antonio fan, who heard from her husband, Juan. She sustained a cut over one eye and fractures of both wrists. Both are staying with Circus Scott, which may be addressed at Smedsbackgatan 9, Stockholm. They expect a baby in October and plan to come to the U. S. in December.

From Polack Bros.' Circus, Kitty Ronstrom writes that Mrs. Kate Hanneford was honored by her own family and by the Tacoma Shrine on Mother's Day. Visitors on the show in Oakland included Art Springer, former announcer with Ringling and Polack; Billy Watson and family, Edna Millette and Jack and Betty Gravlee.

Tom Smallwood, still catching European shows, reports that the Pinder Circus in the outskirts of Paris had Les Marinos, Nino Rubio, Digger Pugh's aerial ballet, Alfred Burton, Rolph Zavatta and others in a 21-act show that features a girl singer, Gloria Lasso, in a repertoire of pop songs.

Hazel King reports from Gainesville, Tex., that a flood there approached her house and flooded the building where she keeps her dogs and horse. Property of the Jimmy Connors and Bum Henry also was damaged by the flood. Gainesville Community Circus worked two days early in May, and it included Portis Sims, Glen Henry and Hazel King. Bob Stevens is at home in Gainesville.

From the Hertzberg Collection, San Antonio, Leonard Farley writes that recent visitors included Stuart Lancaster, of the Ringling family; Cornell Wilde, movie actor; Tom Scaperlanda, CFA; Homer DeGolyer, CFA historian; the Harry S. Dales, formerly with Barnes and Norris & Rowe, and the C. G. McMahon. Mrs. McMahon is the former Ola Donovan Odom. Frank Bradley, formerly of the Kaufman cycle troupe with Barnum & Bailley, visited. Farley's latest talk at the museum was about Jerry Mugivan.

Lois and Lowell Kriel recently worked shopping centers at several Iowa cities with dog, cat and clowning acts. Lois Kriel is working a trained house cat act to good results, she writes.

Mrs. Elizabeth Hanneford Clarke visited her brother, George Hanneford, when Polack Bros. was at Oakland, Calif. Mrs. Margaret Hammond visited her sister, Mrs. George Hanneford, in Oakland also.

From Polack Bros. comes word that the Vancouver Shrine committee and press people came to Tacoma by special bus to preview the show. . . . Clowns Gene Randow, Harold Simmons and Chuckles Facer were guests of Dan and Gwen Miller in Tacoma. Facer is getting new clown wardrobe from Lee Virtue.

Sam Ward is handling press for Polack Bros. thru its San Francisco date, after which he goes to Reno to open his promotion for that date.

Don Mareks is catching Polack, Carson & Barnes and Rudy Bros. in California stands. . . . The Rich-

mond, Ind., newspaper carried a feature article about Harry Simpson, CHS, when Adams Bros.' Circus was in town. Photo with the story included Robert King, CHS, of Richmond.

Bill Brinley, who has trouped his miniature circus for some years, now is marketing kits for carving a miniature circus. . . . Spencer Stine caught the Kelly-Morris Circus at District Heights, Md., and reports good attendance in the rain.

Visitors to the Kelly-Miller Circus at a Texas stand included Robert and Evelina Snodgrass and their children, Jake Miranda and family, Jimmy Hamiter, Bill Moore and William T. Randolph.

Six Staneks, teeterboard troupe that is doing a four-high stunt, completed its Palisades Park run with the Beatty show and is playing club dates around Pittsburgh for Marge Nelson's office until late June. Then they play the Hamid Acquacircus at Flushing Meadows, N. Y., with Guy Lombardo, for a month. Their fairs include several in Maine and Vermont, followed by a stand at Steel Pier. They jump from Rutland, Vt., fair to the Puyallup, Wash., fair and then to the South Boston, Va., fair. They came to this country as Hungarian refugees, and their first dates here were the Minneapolis Shrine show and the Beatty date.

Justus Edwards, Polack press agent now touring Europe, caught a circus at his first stop on the continent. It was the Circo Mariano in Portugal. . . . Raymond Bickford, of the Clown Club of America, is seeking to have August 1-7 proclaimed Clown Week by governors of all the States.

Bill Rice, formerly of New Orleans, now lives at Prince George, Va., and near there he caught the Kelly-Morris Circus. Show was a day behind its paper because of rain and other troubles. Top is a new 80 with three 30's. Show carried four elephants, 10 horses, five lions and some other animals. Six truck units include two for horses and elephants, a sleeper, light plant, wild life show and poles-seats unit. Concession truck and organ trailer complete the list. Rice has a quarter-inch model of a Japanese circus.

Earl Krauzer and his son, Steve, caught Ringling in the Garden and met Beryl Ann Kneavel, Baltimore CFA, who caught R-B 18 times last season. The Krauzers, of Manchester, N. H., also caught the Beatty show and visited Count Nicholas, Hugo Zacchini and Joe Trosey. They expect to see Cristiani Bros. in Philadelphia.

Leland Antes Jr. caught Famous Cole Circus at Round Rock, Tex. . . . Col. Charles Velvin Turner,

formerly with the Ringling advance, and Mrs. Turner had a house warming for their new home, Turner's Teepee, at Villa Rica, Ga., recently.

When the Hamid-Morton show was in Washington, visitors included Bert Sheldon, Frank Greene, Katherine Gardner, Beryl Ott, Beverly Kneavel, Claire and Tony Conway, Bill Rector, plus Dr. and Mrs. William Mann, the J. Lear Grimmers, of Washington Zoo; the Heinz Rubes, of the animal dealer family, and Alson H. Wheeler, son of the late Al F. Wheeler.

Clown Dan (Pappy) Kerr was at Wedgewood Village, Oklahoma City park, most of May, and goes from there to the Grotto Circus at Memphis May 30-June 1 for Frank Hilderbrand.

Billy Burke and Lawrence Cross have been working radio and TV for Jack Knight on the Gil Gray show. Clowns on the Gray show include Cross, Burke, Lew Kish, Nollie Tate, Charles Lewis, Joe Cannestrelli, Jack and Ruby Landrus, Roy Atkinson and producing clown Mickey McDonald.

John Looney, novelty concessionaire, caught Ringling and Beatty while he was en route to join Eastern Amusement Co. in Maine. . . . George M. Phillips caught R-B and Beatty. . . . Bob Taber, who has operated animal acts, had a display of circus material at the National Orange Show, San Bernardino. One program cover pictured Bert Nelson, former wild animal trainer, who now lives in San Bernardino. Nelson said he received many phone calls from friends who saw the program display.

Estelline Pike and her son, James Ball, sword swallows, were on "What's My Line," TV show, recently. She will be at Chicago's Riverview Park this summer. He is playing Hubert's Museum, New York.

Fred Pfening, CHS president, is back in Columbus, O., after a trip to Japan, Hong Kong, Brussels Fair and other points.

Packs Reveals

• Continued from page 60
chins, double cannon; and an Aerial Ballet.

Clown alley will have Juanito Lopez, Frederico Ferroni, Nico Droguett, Max Bertei, Arden Beecher, Teto Flint, Al Rollo, Bill Bentlage, Henry Boers, Carl Traynor, Charles Heberle, Paul Rasche, Et Gilchrease, Bill Griffin, Ed McGee and George Gevecker.

In a special aerial finale, Ruth and Searle Simmons will portray Miss America and Uncle Sam on their plexiglass rigging with aerial color bombs as backdrop.

IMPORTANT NOTICE
NO ADS TO BE ACCEPTED FRIDAY

On account of Memorial Day (May 30) the June 2 issue of The Billboard will go to press 24 hours earlier than usual.

All Help Wanted Ads for June 2 issue must reach our Cincinnati office by

3 P.M. THURSDAY, MAY 29

We will not accept ads by mail, wire or phone on Friday morning this week.

KELLY & MORRIS

To enlarge Advance. Can use five Promotional Directors, single or with crews. No luses. Want to enlarge Bill Show. Acts—Aerial and Ground (no animal) doing two or more. Have for Sale: One five-year-old Horse broke for bareback.
Wire care Western Union, Sunbury, Pa., until June 5. Do not call.

WANTED

Circus Acts, Clowns and Side Show Manager
SELLO BROS.
Box 546,
Woodinville, Wash.

PHONEMEN

Kiwanis and Rotary Clubs, sponsors. Banners, UPC's. Pay daily. Offices open May 26. We furnish permits. Leroy Jackson, Dick Luce, Gene Wilson, Al Klefer, call my Office Manager.
MEARL JOHNSON
East Aurora, N.Y. New York
Phone: CYPress 5920

4—PHONEMEN—4

Clyde Beatty Circus, auspices South Bend Jr. Chamber of Commerce.
Best deal in the country.
Phone: CEntal 2-3532, South Bend, Ind.

PHONEMEN

Four police states—Watertown, Auburn, Cortland and Ithaca. Watertown office opens May 27.
Call A. J. WIESNER
Phone 9844, Rm. 322, Slower Bldg., Watertown, N. Y., or call 7214, Elmira, N. Y.
P.S.: Bill Stober, contact me.

WANT PHONEMEN

Three new deals starting for D. A. V. Cliff Boude, Blackie Burns and Vanard, come in or call.
JAMES STIMMELL
Phone: 1183, Jackson, Ohio.
Nights—Warner Hotel, Chillicothe, Ohio.

2—PHONEMEN—2

Ads only. 25% paid daily. Other deals to follow. Contact
TOM HARRIS
1207-9th St., S. St. Petersburg, Fla.
Phone: 79-8891. No collect calls.

4 PHONEMEN

Write \$200 a day or better. Grotto is sponsoring deal, started Thursday, May 22. Phones in, book carded, 20%, pay daily. UPC's and banners. Call person to person only.
PROMOTIONAL MANAGER
between 9 and 5, HARRISON 2-7122 or HARRISON 2-5407, Evansville, Ind.

ONE PHONEMAN

For L.D. on state-wide Police Book. Lloyd Hackler, call.
Phone: Canal 8-6231, Nashville, Tenn.
Also one Man to book, open and run small towns under our chief of police members. 170 towns.

PHONEMEN

Fair Office Book and Exhibition Booth.
Phone: Diamond 2-0232
Roanoke, Va.

Tatham Bros. Combined Circus and Carnival
We carry Stage Show with Circus Acts and WLS Barn Dance Stars. Advertised daily over radio and TV which reaches everybody and assures us big crowds with the best towns. Have opening for few more Hanky Panks and Shows that can set on streets. Springfield, Ill., Celebration, June 11-15; National Dairy Fair, June 17-19. BILL TATHAM, Petersburg, Ill., May 26-31.

PHONEMEN

New York State Moose Convention. Phones in. Open Monday, May 19. Must be producers and sober. Three months here followed by six weeks Binghamton Moose Sports Meet. No collects. LES REMINGTON, Phone: Harrison 2-2650, Syracuse, N. Y.

Ricky Nelson Gets Three Days at Det.

CHICAGO—Ricky Nelson has been pacted for a three-day appearance at the Michigan State Fair, Detroit. He will appear in the Coliseum the closing Friday, Saturday and Sunday of the fair's run. Contracted to appear on the same bill are the Petticoats, with other acts still to be set.

Eldred Stacy of Music Corporation of America, who headquarters here, closed for MCA. Earlier, Stacy had set Tennessee Ernie Ford for the first three days of the Detroit fair. On the Ernie Ford bill will be Molly Bee, the Four Preps and other acts.

Molly Bee also was booked into the Lincoln, Ill., Fair for a one-day appearance August 3, Stacy also announced. Blue Barron's ork will be on the same program.

Stacy also disclosed that he recently set Herb Shriner into the Greenville, O., Fair for one day. Barron's orchestra, Candy Candino and other acts will be on the same bill.

The Arkansas-Oklahoma Rodeo, scheduled to open Monday (26) at

Fort Smith, Ark., was to feature Michael (Cochise), of Broken Arrow TV fame, and Ansyra and also Barbara Autry, rope-spinner, all booked in by Stacy.

Faster Time Predicted for Hambletonian

DU QUOIN, Ill.—Hambletonian officials see a two-second faster track as a result of the resurfacing of the Du Quoin State Fair mile oval, where the \$110,000 classic for three-year-old trotters will be raced August 24.

An increase in the track grade level from one to 13 inches used over 100,000 cubic yards of southern Illinois clay, which required 2,500 truck loads from a strip mine soil bank near here.

Veteran horsemen now pronounce the Du Quoin track as the nation's finest. It is more than standard width, with wide banked turns. Because the clay is kept springy from the infield's lagoon moisture, the track is speedier and offers fast footing.

E. J. Hayes, fair president, said the track's new surface means that

Doherty Quits Mass. Fairs Director Post

Name Riedy; New Weymouth Pres. Is Wm. McIntyre

BOSTON — Daniel Riedy, East Weymouth druggist who was president of the Weymouth Fair Society, has been named Massachusetts fairs director to succeed Leo F. Doherty, who retired after holding the post for nine years. Riedy was named by Charles A. McNamara, State Secretary of Agriculture.

The Weymouth directors met last week and elected William F. McIntyre as president and secretary, replacing Riedy.

Doherty, 55, said the frequent travel pattern he had been following threatened to aggravate a heart condition. He went back to his first love, which is the boarding and training of saddle horses. He operates a business at 65 Cambridge Road, Woburn, and maintains a room where FFA and 4-H groups meet weekly.

Doherty said he will continue *(Continued on page 65)*

this year's Hambletonian may be won in 1:58. Last year's time of the winner, Hickory Smoke, was 2:1.5, almost equal the record two-minute mile of Hoot Mon in 1947.

SUCCESS STORY

Age 8, Savannah Growing Steadily

SAVANNAH, Ga.—The Coastal Empire Fair has surmounted serious weather setbacks to emerge with a stronger outlook than ever before, President D. R. Coleman reports. Fair bonds have been paid off, as has a \$10,000 bank loan secured on members' signatures. The fair now owes \$21,000 on its 67-acre site, and has \$8,000 on deposit as working capital.

Other achievements include improvements of 25 acres of the total, with fencing and permanent office building, rest rooms, school exhibit building, water, electrical and plumbing equipment.

The comeback has been a strong one for the sponsoring Exchange Club. Series of fairs for the benefit of the Jefferson Athletic Club for Boys was begun in 1950 with \$4,000 of borrowed capital.

Opener a Washout

Initial effort was greeted with six straight days of hurricane rains. A \$22,000 loss was sustained. The fair sold \$22,000 worth of 5 per cent bonds, mostly to members, in order to settle debts. But seven succeeding fairs were all successful, and profits went into repayments of obligations and physical equipment.

In 1953, while still owning \$18,000 in fair bonds, the present 67 acres were bought for \$25,000 with mortgage certificates bought by members.

"We admit we seemed crazy," Coleman notes, "to think of adding \$25,000 to our indebtedness, but as it turned out it helped to be crazy. The purchase of this property not only saved us thousands of dollars in property rental (in 1952 our tent rental was \$3,000) and in set-up and tear-down plus storage of outdoor equipment, but the con-

servative market value of our property has nearly tripled."

The midway this season will be occupied by Gooding Amusement Company for the third year. Fair dates are November 3-8. There is a 75-cent front gate fee plus 50 cents for parking. Premiums total \$8,500 of which \$6,500 goes for FFA and 4-H.

More than \$4,000 has gone to the Jefferson club during the past two years. It is figured that permanent housing for the industrial and swine and cattle exhibits results in savings and increased income totaling more than \$11,000 yearly. Annual tent rental of \$2,000 is saved also.

Cue From Other Clubs

The Exchange Club had supported the Jefferson charity for 25 *(Continued on page 65)*

BILL FAILS

Prize \$ Lack May Cancel R. I. State

EAST GREENWICH, R. I.—Rhode Island may lose its only agricultural fair this season because the General Assembly failed to vote the customary appropriation for premiums at the Rocky Hill Fair.

Almer Benson, fair president, said the \$11,000 requested of the Assembly is vital to the event's continuance. The appropriation was initially \$5,000 when it assumed the status of a State fair in 1948 upon the folding of the Kings-ton State Fair.

Attendance has been around 50,000 in recent years, according to John Rego, State director of agriculture and conservation. He said he will take the matter up with Governor Roberts to see what can be done to perpetuate the event. Rego said the fair appeared to be the innocent victim of partisan politics.

Rocky Hill Fair runs a week in late August. The State 4-H has a permanent building on the property. Premiums are paid out by the State comptroller, subject to approval by Rego's office.

Record \$75,345 Prizes Set For Ill. Home Show

SPRINGFIELD, Ill.—Premiums of \$75,345, representing what is believed to be the largest purse by a horse show in the United States, will be offered at the '58 Illinois State Fair here. The horse show will be held each day of the 10-day fair in the coliseum which is being remodelled at a cost of about \$500,000.

Entries in the eight horse classes will vie for \$48,020, according to J. Ralph Peak, fair manager. Land of Lincoln competition winners will receive \$23,325 and Western horses will shoot for a \$6,000 purse. Classes will include roadsters, saddle and fine harness horses; Hackney, Welsh and Shetland ponies; heavy harness, Morgans, jumpers and walking horses. The futurities will feature saddle and Morgan horses and Hackney and Welsh ponies.

Hube Young of Claremont, Calif., and E. B. Ogan and James Gilchrist, both of Lexington, Ky., will judge the show.

Dixon, Calif., Sets New Gate Records

DIXON, Calif.—The three-day Dixon May Fair set a new opening day attendance record as well as for the run, which ended here Sunday (18).

Total for the period was 21,114, shattering the previous record of 20,907 set in 1956. Fair was practically rained out last year. Opening Friday (17), the event had an attendance of 4,936 to beat the 1956 debut of 4,751.

Secretary - Manager Robert McClure offered an entertainment program which included Rudy Bros. Circus on Friday, Bill McGaw's Motor Thrill Circus on Saturday and a rodeo on Sunday. Fireworks on the closing day were presented

by Golden State Fireworks Manufacturing Company of Saugus.

Rudy Bros. drew fairly well at its matinee performance despite the 90-degree heat. Playing in front of the grandstand, the show pulled well.

Free attractions included Larry (Bozo the Clown) Valli and Harry Richards with his monkey, Charlie.

West Coast Shows, Oregon unit managed by Eddie Hellwig, was featured on the midway. The show played its third consecutive year here, the first, however, with good weather.

Fair publicity was handled by Joe Blenkle, with area and metropolitan newspapers serving the section giving top coverage.

Rudy Bros. Repeat Set by Sacramento

SACRAMENTO — Rudy Bros. Circus has been booked for the second consecutive year as a free special events attraction under Fred Heitfeld at the California State Fair & Exposition, which opens a 12-day run here August 27, Dudley T. Fortin, fair manager, announced. Circus will play the first nine days with the General Motors Prevue of Progress to be featured the last three.

135 AT MEETING

Pomeroy New Pres. Of Western Mass. Assn.

WEST SPRINGFIELD, Mass.—Russell B. Pomeroy, of the Westfield Fair, was elected president of the Western Massachusetts Fairs Association at the 29th annual meeting May 12 in the Hampden County Improvement League building here. One hundred and 35 members of county, community and Grange fairs attended.

Charles F. Chunglo, Southwick, will serve as vice-president; Mrs. William Spooner, Brimfield, is secretary, and Mary Carlon was re-named recording secretary.

Charles A. McNamara, State Commissioner of Agriculture, and Daniel Riedy, new director of the division of fairs, State Department

of Agriculture, discussed the importance of fairs.

Vernon Bodurtha, Blandford, retiring president, was master of ceremonies.

Carl Hedin, director of the Massachusetts branch, American Dairy Association, outlined possible milk displays for upcoming fairs. These, he noted, would aid in promotion of fluid milk consumption. Kenneth C. Saxton, supervisor of the New England Dog Sled Association, showed colored pictures of some New England dog sled races conducted last winter. Pictures of the Franklin County Fair were shown by Richard Campbell.

Willard Pease, Middlefield, supervised door prize distribution.

FAIR...



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MAY 26, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

MERCHANDISE

63

WEINMAN WATCH Values!

BULOVA! ELGIN!

BRAND NEW STYLES

Choice Lot! 6 for \$49 (Sample, \$9.95)

Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

SPECIAL

10 Men's Watches \$68.90

New style Elsin, Waltham, Benrus, Gruen. Complete with expansion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrus—with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95) each

\$9.95

GET A BETTER DEAL AT

WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

FISHING SEASON IS JUST AROUND THE CORNER

60" GLASS ROD

65¢ each lots of 20
Doz. lots \$8.50 doz.

Solid Fibre Glass Rod. Stainless Steel Guides and Tiptop Two-Tone Windings, Dura-Plastic Removable Handle, Positive Reel Lock, Collet-Type Nose Piece.

(1 doz. minimum order)

10" BEAR—Plastic Bag... \$4.80 doz.
26" BEAR (Approx.) \$21.60 doz.
ALL PLUSH... \$21.60 doz.

Assorted Colors. One dozen minimum order.

American Flag... 4 x 6 \$ 4.80 Gr.
American Flag... 8 x 12 12.00 Gr.
American Flag... 12 x 18 18.00 Gr.
Pirate Flag... 12 x 18 27.00 Gr.
Confederate Flag... 12 x 18 21.60 Gr.

Sold in Gross lots only.

25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. Open Sundays: 8:30 to 3:00.

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Please state your business.

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WATCH SPECIALISTS FOR 68 YEARS

Unbeatable Charm Bracelet Watch, \$7.50. New Thin Watch, terrific band, boxed, \$7.00. New seventeen jewels, copy Diamond Cover Watch, boxed, \$10.95. Copy \$85. 2-button Chronograph \$3.95. Nat'l adv. 10-piece sets \$5.95; 5-piece \$4.60. Top name brands, many 70% disc. Catalog.

RESULT SALES (Dept. B)
580 FIFTH AVE., NEW YORK 36, N. Y.

'FUNNY SAYINGS'

Gag Buttons Evolve Into Comic Card Boom

If a good gimmick comes along and it can be offered in variations, merchandise practice has been to vary the daylight out of it. Scenery, names, slogans and labels have no limit where there is a salable gimmick involved. A case in point, and one of the easiest to peg a discussion on, is the current name button craze, in which some 500 first names and nicknames are available.

But the field strays far from buttons, which are only another manifestations of retailers' eagerness to climb aboard the profit wagon while it is rolling good. Look at a current big success, the gag business card. Always good for a chuckle, the gag cards had been sold in modest quantities for years, but then the stopper was pulled. Almost every low-price merchandise outlet sported a taped-together string of cards bearing such sardonic wordings as: "My Card, Introducing the SOB from the Home Office with Special Prices," and so on.

Then the twist to sarcasm took on wider horizons with an abundance of slogans, such as: "Of All My Relations I Like Sex the Best," "Next Week We've Got to Get Organized," "Don't Say I Never Did Anything for You Because I Haven't," "If You Had It Last Night Then Smile," "A Fool and His Money are Soon Parted; Who Got Yours?"

This kind of product was grabbed up by patrons and gave plenty of encouragement to still another twist, which was slogan imprinting on wall plaques and desk signs. This added the opportunity of illustrating the slogans, some of which have natural suggestions for artwork. And now the slogans have blossomed forth in a new kind of glory, for gag business cards are being displayed in day-glow colors in both primary and pastel shades. They dress up a window or counter display and add momentum to their popularity, for the holder of one is not apt to discard a pasteboard which looks like something of some value, since it comes in color.

The public's fancy for amusing literary departures knows no bounds. For as long as many people can remember, there have been buttons with gag phrasing imprinted on them. Remember these, from many years ago? "Ask Me, I'm a Red Hot Mama," "I Am Looking for Love," "My Eyes Are on You," "I Could Talk All Night," "Give Me a Kiss: I'm Sweet," "Guess What's On My Mind," "When I'm Full Send Me Home," "Wink and I'll Come." They were great ice-breakers at parties generations ago and are still going steadily with modern wording. Now it's "I Like it, I Like it," "Somebody Goofed," "Our Aim is Accuracy," and others. Two-and-a-half-inch buttons wholesale for around 75 cents a dozen, larger ones for \$1.35.

Something funny or novel to read is always a pretty good seller these days, because all the items mentioned are getting steady play. Novel phrase items come in cards, buttons, plaques, desk signs. Even in "crying towels" and aprons, it appears, with a wide choice of artwork and wisecracks. The aprons, priced at around \$7.20 a dozen, have such imprints as "To Hell with Housework," "Kiss Me Now or Anytime," "Don't Kiss Me—I'm Busy," "To Hell with Diets," "You Wash—I'll Wipe," and "Welcome." The crying towels, at \$4.50 a dozen, are for moms, golfers, bowling, bar, honeymooners, firemen, drinkers, fathers, horse players, fishermen, housewives, generals, card players, hunters, drivers, vacationers, tourists, salesmen and many more.

These plays on words are all gimmicks and support a good concept—get on board with all you can, while an item is hot. Clever, sarcastic and otherwise novel phraseology has a strong appeal to the public and it is available for virtually every kind of character and situation.

PIPES FOR PITCHMEN

By BILL BAKER

AFTER . . . getting the complete weather treatment in Florida during the past winter, Ben (Horseback) Meyers is in the Virginia area, where he has encountered more of the same. Ben, who is now connected with Penn Premier Shows, would like to read pipes from some of his buddies in the business.

Five Years Ago In Pitchdom

Carter's med show was operating in the Dennison, Tex., vicinity, using sidewall canvas and three performers in addition to the owner. . . . After closing at the Holland (Mich.) Tulip Festival, Speedy Ross left for Chicago to do store demonstrations until start of the fair season. . . . Henry H. Varner, Akron pitcher, caught the Hagan-Wallace Circus in Barberton, O.

Jack Greenfield was working in New York, along with Sol Addis. . . . John Maney, veteran Cleveland gadget worker, was ill at his home in that city, but about ready to re-

sume operations, according to W. G. Barnard. . . . D. R. Tyler was working the Morgan-Lindsay five and dimer in Alexandria, La., with hats and jewelry. Also located in the store was A. J. (Jack) Beard with a French embroidery and rug needle set-up. Beard was preparing to take a two-month vacation trip thru Indiana, Kentucky and Michigan.

Pitchdom was expressing shock over the death of W. X. (Billy) Meyer at his home in Downers Grove, Ill., of a heart ailment. He had been widely known among carnival and circus folks. . . . Big Al Wilson was at the Holland (Mich.) Tulip Festival following a good season in Miami. Also in Holland were Kid Ward, the comb man; Jimmy Kare and Fat McDonald. . . . Glen Hosberg was seriously ill at a trailer camp in Oklahoma City.

Hayes Griffith, of the old rep and tab team of Griff and Hi, joined Mrs. Pearl Bartone's Ideal Comedy Company at Felicity, O. . . . Tony Dima was operating the

(Continued on page 65)

ZEIGER SPECIALS

Waterproof Watches

15 & 17 jewels. BULOVA, BENRUS AND ELGIN with stretch bands, reconditioned and guaranteed like new.

\$8.75

CLOSE OUT ON WATCH SETS

Includes jeweled watch with matching expansion band, pen and pencil set, cuff links and tie bar to match. Beautiful metal gift box. Sample \$5.00 each. (6 or more)

\$4.25

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Spruced-Up Mills Show

Continued from page 60

with the man working head and hand balancing on a pedestal. Roby and Zelda have a side spot for contortion. At the other side is Monticon in particularly strong hand balancing, using a high platform plus chairs.

While eight aerial ballet girls work, Rita Segraves and Kathy O'Reilly perform loop-the-loops over side rings. And Gerda and Pedro have the center.

Gerda works first in spins and iron jaw from the aerial perch held by Pedro from a cradle rigging. From a standing position atop the rigging, she does a dive with break-away ankle ropes. Finally, there is a rigging on which she stands with arms outstretched while he powers it for vertical revolutions.

Edith Beketow brings in a dog act which is spruced up with wardrobe for three hind-leg dancing dogs. Clowns come in and they include Bumpy Anthony, Buck Leahy, Harry Baker and Herman Joseph. Long concert announcement introduces Cowboy Francesco and Miss Arizona, then clowns reappear.

The Roberti Troupe of nine girls comes to the show from Germany as an organized acrobatic troupe. It fills the place left in other years to English girls who were trained in acrobatics largely after they got on the show. They offer ground tumbling sparked by combinations of acrobatics and rope jumping. The Monticons work on the trampoline at the same time.

Next are the Pedrolas, who are Gerda and Pedro back now for a wire-walking routine. There is little that sets it apart for wire work, but her excellent wardrobe and his comedy make it an adequate act.

Mills Bros. always has been an effective user of horses, and this year's Liberty act is no exception. Music is right for the entry and the act. Horses look good and perform well. Caught here, only the blacks were working; the sorrels were out because Count Beketow was recuperating from an eye injury.

Web number has 12 girls in butterfly wardrobe and 12 web sitters with butterfly nets for the entry. Latter also have Gay '90's wardrobe and mustache make-up.

Featured in the web display and staying on alone for single trapeze work is Jeannine Duc. She is one of the high points of the performance, for beauty, figure, styling and routine, that includes ankle catches and toe suspensions.

The Cashellies Trio, formerly the Namedils, perform hand balancing and feature a head-to-head carry up and down a ladder. Clowns follow. Walter Reith's comedy act opens with small Roman ladders by which he eventually climbs to a trapeze for more comedy and ankle catches. Working at the same time is a chair-balancing trapeze act.

Mills again features horses, when it introduces eight girls in riding habits and on black manege horses. The high school work, gaits, the waltz and rear, and the high jumps comprise a circus tradition carried on now only by Mills.

Gerda adds another spot to the program with an iron jaw slide for life, and clowns follow. While Buck Leahy continues his balance and contortion act of long standing,

the Bakers appear as the Spinets in a plate-spinning act.

Lydia and Linda do an aerial perch number that is of high caliber. Linda is Jeannine Duc of an earlier appearance. This one is another high point in the show.

Finale has the four Mills elephants in a better-than-average display of knee-carry, head-carry, step overs and more, with less military routine than most. Girls ride elephants and sport excellent wardrobe.

Schumann Stars Horse Display

COPENHAGE — European circus with more than usual interest to Americans is Circus Schumann, which opened here recently and which predominated by horse acts that include some of the world-famous Schumann horses. Also in the show are Kossmayer and Stephenson horses.

Show opened with four Stephenson in bareback riding. This was followed by a full-scale brewery wagon drawn by two ponies, aboard which Douglas Kossmayer put a group of ponies thru their paces.

Max and Vivi Schumann presented six Lippizaners, then a baby elephant working with a midget pony; a horse going to bed, and a fast bit of push-ball by four horses.

In the second half a big scenic backdrop and a pair of large iron grill gates serve as background for a "Spring Festival in Portugal," a medley of high-school riding. Show ended with "The Desert Patrol," in which Max Schumann and Douglas Kossmayer put 12 Arabian stallions mounted by dummy Foreign Legion and Bedouin cavalry men thru military evolutions, followed by group of four Siberian camels and a guanaco which did some flashy leaps. Wenzell Kozsmayer assisted.

Circus acts were Pauline Schumann and her young son, Benny, first ring appearance with wire-walking and dancing—each working solo; the Dubsky-Daniel clown trio; the Joe Slack Trio, contortionists; Freya Jose, toe and neck hangs, plus a slide to ankle catch; Three Dior Sisters, globe rollers.

Three Contis, flying trapeze, and Stephenson Family, dogs.

Berosini Family (5) are anti-podists who have been signed to join Ringling after winding up present contracts.

Winnipeg Runs Behind 1957

WINNIPEG, Man. — Shrine circus here May 3-10 fell short of last year's attendance by about 800 people. Last year's total was considerably below the previous year's.

Afternoon shows this time pulled houses of 6,952 people, 2,384 and 8,302. A morning show had about 8,500 in the 8,793 seats of the Winnipeg Arena.

The night attendance figures were between 3,200 and 3,800 people on five shows. The first night had 4,155 and Saturday (9) had 6,690. Show is produced by Orrin Davenport.

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ONE FEMALE BABY INDIAN ELEPHANT. 5 foot, broke to lead, exceptionally gentle. Ideal showman, \$3,000; male Giraffe, 7 to 8 foot, no permit necessary; large healthy Boas, giant Diamond Backs, Yellow Bulls, Indigos, giant Iguanas, giant Anteater, Agouti, Paca, two-toed Sloth, Jaguarundi, Grison, Armadillo, Prairie Dogs, Horned Toads, Rhesus Monkey, on 24 hours notice. Logston, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. je7

PYTHONS-PYTHONS-PYTHONS—LARGE All nice, big feeders. Save this ad, you may need it. Write, wire or phone: Jack Adam, Box 881, Mesa, Ariz.

Business Opportunities

ACREAGE ADJACENT TO DRIVE-IN Theatre, Indian Lake, in Ohio. Suitable for any amusement activity. Midway Auto Theatre, Box 466, Lakeview, O.

FOR SALE—STORYLAND, 7 MIN. DOWNTOWN Jax. 10 gorgeous acres between Expressway and River on U.S. 1-90Ait. Unlimited opportunity for retiring couple, businessman. Includes several rides, concessions if desired. Open year round. Call Ra 40851 or write 5854 Expressway, Jacksonville, Fla.

MAKE MONEY FAST WITH GPHOLOGY Charts. Instructions 25¢; dime brings Analysis and Special Offer. Ben Kandel, 1518-B Mesquite, Corpus Christi, Tex. je2

PORTABLE ROLLER RINK—40'x80', complete new tent, floor, sound system, skate counter, 100 pairs Chicago skates, wiring, maple sectional floor, etc., \$3,500. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone CR 4-4019.

10'x41' PORTABLE RINK, EVERYTHING, including semi truck. Neale Nesbit, 1076 Braddock Rd., Cumberland, Md.

SIGN MFG. CO., SE. Fla. Neon-paint-out door adv. Fast grow coast city, 100,000. Net \$10,000. Xint Xpan. poss. Write B10017.

ROLLER SKATING RINK & Home, SW. Louisiana. Nearly new. Illness forces sacr. Gr. \$35,000. Ask \$75,000. Terms. Write B10181.

BUSINESS MART OF AMERICA

5723 Melrose Ave. L. A. 38, California

Coin-Operated Equipment (Used)

A-1 COIN OPERATED VENDING MACHINES—Everything made, barring none; Brand new or used; under the market prices. Established 31 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago, Ill.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. je9

SCALES-SCALES-SCALES—4 ROCK-OLA Lobby, porcelain finish, \$30 ea.; 18 Watling 500 Fortune, \$35 ea.; 4 A.B.T.-Kirk Hiboy Guesser, \$45 ea.; 24 Watling 500 Guesser, \$45 ea., reconditioned and set for locations. Send deposit and shipping instructions; bal. sight draft. Gayco Inc. Distributors, 4866 Woodward, Detroit 1, Mich.

TWO NEARLY NEW UPRIGHT HOROSCOPE Machines. Any reasonable offer accepted. Dobson Distributing Co., 8908 Sovereign Row, Dallas 35, Texas. my26

Coin Machines Routes For Sale

WISCONSIN RESORT AREA—A.M.I. MUSIC and complete set-up of other games. Service includes three large hotels, \$7,000 cash, balance payments. Box C-336, c/o Billboard, Cincinnati 22, O.

Costumes, Uniforms, Wardrobes

ATTRACTIVE CLOWN SUITS, NEW, \$10; Red Wigs, new, \$5; Big Feet, \$4; ten Minstrel Coats, \$15; four beautiful Curtains (9x33), each \$35; Orchestra Coats, Trousers, Costumes. Wallace, 2453 No. Halsted, Chicago.

CHORUS SETS—VERY CHEAP. SEQUINED Panel Sets, \$7.50; Fringe G-Strings, Clown Suits, Impersonator Wigs, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. je21

For Sale Secondhand Goods

MOBILE HOME SITES—BEAUTIFUL Clearwater Bay, 60'x80'; utilities; dockage restricted, \$1,500 up. Write: Fort O'Palms, P. O. Box 25, Indian Rocks Beach, Fla. Own your own. je2

For Sale—Secondhand Show Property

A COMPLETE STAGESHOW WITH bleacher seats and trucks. Write for full details. G. W. Gaines, 439 Josephine Ave., Columbus 4, O.

BRILL'S TESTED PLANS—PORTABLE Miniature Golf, \$7; Permanent Miniature Golf, \$25; Bingo, \$5; Mouse Circus, \$5; Fun-house, \$10; Pit Show (Turtle Girl), \$8; Panel Front Show, \$7. Free catalog. Brill, Box 875, Peoria, Ill.

CANTEEN—DORMITORY TRAILERS, ALSO Cargo Trailers, special trailer axle assemblies with truck wheels, brakes, Broadway Trailers, Rt. 22, No. Branch, N. J.

FOR SALE OR TRADE—MONKEY MOTOR Drome, excellent family attraction. Acceptor Trailer Home in trade. 809 N. Lincoln Ave., Neil McTaggart, Bay City, Mich.

FOR SALE—OFFICE TRAILER, SHOOTING Gallery, glassed-in Popcorn Wagon, Rollo-plane, Light Towers. Mrs. Lucille Cannady, P. O. Box 185, Meridian, Miss. Phone 2-3701.

FOR SALE—USED STRAIGHT-FRAME Furniture Vans, ideal for traveling shows; could be converted to living quarters. Contact: Don Nahrwald, North American Van Lines, Fort Wayne, Ind. ch-je9

FOR SALE—UNBORN EXHIBIT, 33 JARS, very rare Specimens, Twins, Triplets, Freaks; complete Uterus, 6 months, unborn within; plus 50 Anatomy Models, 20 Displays, Two Headed Baby, Siamese Twins; Cyclops Baby, one eye; pelvis, heart, lungs, stomach, male-female privates; Freaks, plus Ford Coe 15 foot Walk Through Display Van, Henke Insulated Body, Twin Tank Butane Heater, 1,500 Kohler Light Plant, guaranteed low mileage, complete unit \$4,500, cash only. Thomas, 5914 Wilkie, Dearborn, Mich. LOGAN 1-5361.

FOR SALE—A.B.T. 4 GUN AIR GALLERY, \$350; 11 Electro Hoist Diggers in good condition, \$660. Lee Borchert, 621 S. 8th, Petersburg, Ill.

FOR SALE

One 7-Tub Tilt-A-Whirl One 40' Parker Merry-Go-Round One #3 Ell Ferris Wheel

Also assorted Kiddie Rides, 20-car Scooter and complete Shooting Gallery. Can be seen in operation. Write

Box C 337

c/o The Billboard Cincinnati 22, Ohio

FOR SALE

One newly decorated C-Cruise, A-1 condition, ready for operation.

BOX 142

Atlanta, Kansas

KIDDIE BOAT AND TROLLEY CAR RIDES, Metal Boat Trailer, Stake Body Chevrolet Truck, Ticket Booth and other miscellaneous items. Very good condition ready for use. Write William C. Crawford, 810 Glenwood, N.E., Warren, Ohio.

KIDDIE RIDES FOR SALE. JR. FERRIS Wheels, Chairplanes, Rockets, Thomas Felasco, 419 E. Lutten, New Castle, Pa. Phone Oliver 47242.

LARGE ASSORTMENT OF RECONDITIONED adult and kiddie rides available for immediate delivery. We finance; send for current list. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. my26

MERRY-GO-ROUND HORSES, SIZE 36" high, 55" long. Center Horse, up and down type. Good condition, reasonable. National, 4241 Sansom, Philadelphia, Pa.

OTTAWAY STEAM TRAIN, THREE coaches, tender and 360 feet of track, \$1,250. Roy F. Neff, San Angelo, Tex.

PORTABLE SKATING RINK FOR SALE—Maple floor, 45'x90', complete rink in very good condition. C. G. Briggs, Evansville, Wis.

ROBERT RIPLEY'S 40-FOOT TOTEM POLE for sale, good condition. Excellent opportunity and low price. Contact: Mrs. Douglas Ripley, 214 Carro, Ave., Mamaroneck, N. Y. Phone: OW 8-2622.

TAFFY PULLERS—TWO HILDRETH FORM "O" ten pounders and batch scales. Ray Davis, Portersville, Pa. my26

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my26

7 RIDES FOR SALE—MERRY-GO-ROUND, Ferris Wheel, Tub O' Fun, Rocket Train, Airplane, mixed Auto Ride and Miniature Train. L. O. Boice, 2299 S. High St., Columbus 7, O. Phone: Hickory 4-2965. je2

15 YOUNG, SMALL MARES, ALL FOR \$1,200. There are no more like these. Truck available for delivery. No time for letter writing. Phone, they are nice, 9317, P. L. Cobb, Amite, La.

Help Wanted

ACROBAT—UNMARRIED, YOUNG MAN TO hit and leave teeter-board. Or Ground Tumbler willing to learn. Write all with photo. Box C-333, c/o Billboard, Cincinnati 22, Ohio.

ACCORDIONIST WANTED IMMEDIATELY for nationally known combo. Must have amp; play modern and read well; minimum salary \$125. Write or wire: Jimmy Overend, 7439 Xerxes Ave., Minneapolis, Minn. Union 6-6936.

Instructions, Books, Cartoons

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. je2

Magical Apparatus

FREE CATALOG—MAGIC APPARATUS, sensational escapes, illusions, joke novelties, amusement goods of all kinds. Write: Heaney Magical Co., Oshkosh, Wis. my26

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Enterprises, 336 South High, Columbus, Ohio. je18

Miscellaneous

CALLOPE—HAND PLAYED; MOUNTED on 2-wheel trailer; gas motor and Root Blower needs restoring, \$650; also Coin Planos. B. L. Williams, 8400 Conn. Ave., Chevy Chase, Md. my26

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MAY 26, 1958

THE BILLBOARD

MERCHANDISE

65

COMING EVENTS

Arkansas
Crawfordsville—Crittenden Co. Livestock Show, June 2-7. Herman C. Phillippp.

California
Los Angeles—Celebration (Coliseum), July 4. American Legion.
Los Angeles—Great Western Dairy Show, June 20-24. A. M. Mathews.
Los Angeles—Construction Industries Expo & Home Show, June 21-30.
North Highlands—Sacramento Riding Club Horse Show, June 14.
Ross—Marin Co. Art & Garden Show, July 2-6. Marcella McCoy.
San Francisco—San Francisco Home Show, June 18-29. Ted Bentley Productions, 666 N. Robertson St., Los Angeles.

Colorado
Greeley—Horse Show, June 28-29. Chamber of Commerce.
Pagosa Springs—Celebration, July 4.

Connecticut
Hartford—Lions' Club Festival, June 9-14. Mgr., 252 Asylum St.
Plainville—Cherokee-Oklahoma Rodeo, 30-June 1. Joe Tinty.

Florida
Sarasota—Festival of Sports and Beauty, July 2-5. Chamber of Commerce.

Georgia
Atlanta—Southeastern China, Glass & Gift Show (Aud.), July 20-23. Foster B. Steward, Biltmore Hotel.

Idaho
Emmett—Emmett Cherry Festival, June 23-28. Dick Sweetnam.
Meridian—Meridian Dairy & Stock Show, June 5-7. Jerald J. Cox.
St. Anthony—Premone Co. Pioneer Day, July 24. Golden O. Linford.
Sandpoint—Celebration, July 4. Jim Berry, Box 612.
Sugar City—Snake River Valley Horse Show, July 10-12. Dess Lauder.

Illinois
Ashland—Celebration, June 16-21.
Beardstown—Celebration, May 19-31.
Braidwood—Celebration, June 24-29.
Chicago—Celebration (Soldier Field), July 4.
Divernon—Celebration, June 9-14.
Hanover—Firemen's Homecoming, July 4-5. Harland King, Box 224.
Hoopeston—Celebration, July 4.
Lawrenceville—Lawrenceville Jubilee, May 26-31.
Rockton—Celebration, July 2-6. Vern Ghigieri, Retailers' Assn.
Stockton—Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club.
Tuscola—Veterans' Reunion, July 7-12. Cal Razor, Nokomis.
Vandalia—Celebration, June 2-8.

Indiana
Cloverdale—Homecoming & Picnic, July 24-26.
Dublin—Dublin Street Fair, June 18-21.
Eaton—Firemen's Celebration, June 8-14.
Harlan—Harlan Days Celebration, July 30-Aug. 2.
North Webster—Mermaid Festival, June 23-28. Lions Club.
Veedsburg—Street Fair, June 2-7.
Wingate—Wingate Fish Fry & Street Fair, June 26-28. Ben Utterback.
New Palestine—Annual Carnival, June 19-21. Joe Wickham, Chamber of Commerce.

Iowa
Lake Park—Celebration, July 4-5. A. V. Hansen, Chamber of Commerce.
Wilton Junction—Punfest, July 14-19.

Kansas
Downs—Celebration, July 21-26.
Lebanon—Celebration, July 14-19.
Wamego—Celebration, July 2-5.

Kentucky
Louisville—Rock Creek Horse Show, June 12-14.

Louisiana
New Orleans—Pan American Regatta, June 14-15. Walter T. Doyin.
Ruston—La. Peach Festival, June 18-20. Howard H. Smith.

Massachusetts
Boston—Boston Common June Dairy Festival, June 7-14. Paul Corson, Topfield.
Revere—Bunker Hill Celebration, June 13-21. Jeff Harris, 103 Walnut Ave.

Michigan
Menominee—Menominee Dairy Show, July 26. Gail E. Bowers.
Pontiac—Marine Corps League Festival, May 23-June 1.
Rogers City—Homecoming, July 4-6. Chamber of Commerce.

Minnesota
Edgerton—Dutch Festival, July 16-17. Clifford Peterson.
Pipestone—Old Settlers' Picnic, June 14.
Pipestone—Southwestern Minn. Centennial, July 4-6.
Winona—Steamboat Days, July 10-13.

Missouri
Anderson—Jersey Parish Show, May 26-27. C. Gordon Ewing.
Atlanta—Centennial, July 3-5. Ronald Shoush.
Bolivar—Polk Co. Jr. Livestock Show, June 18. A. M. Wiley.
Brookfield—Linn Co. 4-H Pat Lamb Show, June 15. Eugene Thurlio.
Columbia—Boone Co. Horse Show, July 18-20. Carson Teel.
Crocker—Celebration, July 3-5. Ted Timmons, American Legion.
Gallatin—Davies Co. Jr. Lamb Show, May 31. George H. Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Ray Ketterer.

Montana
Hardin—Celebration, May 28-June 1.
Three Forks—Founders Celebration & Rodeo, July 25-27. A. Driscoll.

New York
Lackawanna—Marine Corps Memorial Celebration, May 30-June 8. Fred V. Catuzza Jr., 54 Jackson Ave.
Monroe—Celebration, June 30-July 5. Morgan Demarest, Mgr.
Patchin—Intl. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.
Perrysburg—Firemen's Celebration & Gala Days, June 27-28. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

North Dakota
Jamestown—Diamond Jubilee, June 2-7.
Jamestown—N. D. State Dairy Show, June 30-July 2. Clayton Paulson, Marion.

Ohio
Bolivar—Legion Street Celebration, June 4-7.
Columbus—Festival, June 14-18. Geo. M. Gearhart, University View Civic Assn.
Marietta—Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16.
Pleasant City—Homecoming & Street Fair, July 16-19. Pete Trott.
Springfield—Jaycee Festival, May 26-31.
Waco—Homecoming, June 25-28. George Marlow.
Wooster—Bicentennial, June 14-16.

Pipes for Pitchmen

• Continued from page 63

Demonstration Sales Company in Chicago. . . . Johnny Barker, former pitcher, was operating a record shop in Tucson, Ariz. . . . Sighted working the Hamid-Morton Shrine date in Altoona, Pa., were Joe Marks, Carl Balmer, Ben Bluestein, Bob Davis, Terrible Terry, Issy Siegal, George Taylor and F. Hartzel. All reportedly did good business.

Success Story

• Continued from page 62

years until, in 1950, the expanded operation, with salaried directors, created the need for added revenue. The lead of the Macon and Augusta Exchange Clubs was followed and a Savannah Exchange Club Fair Association was established.

In addition to Coleman, other fair officials include: Secretary, Edwin F. Beale Sr.; corresponding secretary, William Schandolph; treasurer, J. A. Maddox; vice-presidents, William L. Benton, E. K. Bell, E. R. McClellan and H. C. Morrison; vice-president ex-officio (past presidents), Doug Strohbehn and George O. Parker; directors, W. R. Gignilliat, H. F. Turner, A. Ellis Kitchens, Noah L. Altland, Harrell C. Murray, George Tribble, M. E. Thompson, W. M. Hall, Ralph Thomas, Claude Sills, Troy Stanfield and Hunter Leaf.

Some of the committee chairmen are Benton, space sales; Leaf, publicity; Charles F. Morgan, budget and finance; George Parker, improvements and maintenance; Strohbehn, livestock and judging; front gate, Schandolph; ground rent and licensing, Harley C. Morrison.

Roller Rumbings

• Continued from page 54

ment stated that a new one will start every 11 weeks next fall.

Mineola plays host to the New York State championships of the Roller Skating Rink Operators of America May 30-June 2. After that it will begin preparations for summer operations, beginning June 18. During the warm months the rink will only operate on Wednesday, Thursday and Friday nights, and it relaxes dress rules during that period. It goes back to the winter schedule shortly after Labor Day.

Oklahoma

Alva—Celebration, July 4. Chamber of Commerce.
Dewey—Celebration, July 4.

Oregon

The Dalles—Ore. Wheat League, Fat Stock Show & Sale, June 8-11. Elmer H. Lierman.

Pennsylvania

Bedford—Jaycee Roundup, May 19-24.
Clymer—Firemen's Celebration, June 2-7.
Masontown—Community Celebration, May 26-31.
Orefield—Tri-Clover Fire Co. Celebration, June 2-7.
Schuylkill—Legion Memorial Week, May 26-31.
Sharon—Patagonia Homecoming, June 23-28. William R. Dodds, R. D. 1, Fowler, O.

South Dakota

Aberdeen—Aberdeen Horse Show, May 31-June 1.
Aberdeen—Aberdeen Quarter Horse Show, June 7-8.

Utah

North Salt Lake—Intermountain Jr. Livestock Show, June 3-4.
Ogden—Ogden Home Show, June 4-8. E. V. Smith, Eccles Bldg.

Doherty Quits

• Continued from page 62

his interest in youth groups and will visit fairs this season. There is a strong chance he will affiliate with an agricultural event if a proper opportunity arises, he said.

The State post is director of the division of plant, pest control and fairs of the Department of Agriculture.

In another development in the division, Catherine (Dot) Griffen, widely known in fair circles, went into Dorchester's Carney Hospital for surgery last week. She has been in the division for 17 years and has been a valuable aid for directors. Also assisting Riedy will be Alice Corbett.

WHALE OF A BUY



75c EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

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36" Ass't. Dolls—Duck, Clown, Bear and Doll Faces. Ass't. Taffeta Colors. Ribbons on neck and legs. Large Pompon on chest. Each in individual poly-bag.
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TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.
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Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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STRAIGHT SALES SPECIALISTS

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Soft Goods
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If you have something to sell, we have space. 22 acres of black top, 1,000-car parking. Space by the day, week or month. Daily rate, \$4.00 to \$10.00.

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SELL MORE...

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PREMIUM AND
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Games Concessionaires, Bingo Operators, Pitchmen, Demonstrators, Auctioneers and other buyers of Merchandise must be sure they have plenty of prize, premium and novelty Merchandise on hand during these four peak months of the season. They will certainly STOCK UP HEAVILY in late June for the big, profitable weeks ahead.

WHEN DEMAND IS GREATEST Thru The Billboard's SUMMER SPECIAL

Dated June 23

DEADLINE . . . WEDNESDAY, JUNE 18

over 67,000 ACTIVE BUYERS read
The Billboard Classified columns each week

CLASSIFIED SECTION

LETTER LIST

MECHANICAL "TEN NIGHTS IN BAR-room," seventy-one characters performing in trailer, honky-tonk music, beautiful show and front, new, complete; G12 Midget Train, Short Range mounted on Chev. 1/2 truck. Box 126, R. 2, Park Rapids, Minn. je2

"SYLVANIA" LIGHT BULBS, 40 & 60 watt, 120 in case, \$9.80; 100 watts, \$10.80; 150 watts, \$12. No C.O.D.'s. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

WANT TO LEASE OR BOOK OR BUY FER-rie Wheel and Merry-Go-Round. Address replies to: Box 336, c/o Billboard, Cincinnati 22, Ohio.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR. B&W movie film! 8mm., 16mm. Free catalog! Esso-E, 47th Holly, Kansas City 12, Missouri. ch-np

Musical Instruments and Accessories

NEW AIR CALLIOPES FROM \$600 UP, also Trailers for the same. We now build Steam Calliopes. Corzatt Organ Co., Danville, Ill.

Personals

DANNY FERGUSON, CALL TOMMY HEN-derson collect at Melrose 8-2687, St. Simons Island, Georgia, anytime after 6:30 p.m. at once. Important. je2

HELPFUL MAGAZINE WITH VALUABLE contacts. Send 25c now for sample copy. American Songwriters' Magazine, 1170 Broadway (610), New York City.

Photo Supplies and Developing

COMIC FOREGROUNDS AND BACK-grounds, Direct-Positive Cameras, Paper, Photo Mounts, Glass Frames, Photo Novelties. Miller Supplies, 216 Main St., Alton, Illinois. je9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Printing

A-1 TESTED SHORT RANGE TARGETS, \$6 per 1,000. One-day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois. je9

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. je16

ALWAYS FASTEST SERVICE - QUALITY nonbending 3-color posters! 14x22 win-dow cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Day-glo bumper sticker strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind. je30

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every busi-ness a prospect. Low prices for high qual-ity. Repeats. Start with experience; men, women, full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-192, Chicago 32, Ill. my26

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B 307 North Michigan, Chicago 1, Illinois. ch-my26

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10, ch-np

Wanted To Buy

CONCESSION TYPE TRAILER WANTED. Send details to Ray Moretta, 473 S. 10th St., Newark, N. J.

GOOD USED KIDDIE RIDES, NOT OVER five years old, no junk; also Candy Floss Machine. M. L. Moore, 1357 Isabelle, Memphis, Tenn.

WANTED - KIDDIE RIDES, MANGELS Speed Boat Ride, Swing or Airplane Ride. Joe Galegor, Box 751, Packers Station, Kansas City, Kan.

WANTED - PORTABLE BLEACHERS IM-mediately. State capacity, condition, di-mensions and location. Write, wire, phone: Jack Manning, Joplin, Mo.

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-199, Billboard, 1520 N. Gower, Holly-wood 28, Calif.

WANTED - ADULT NO. 12 ELI FERRIS Wheel and Kiddie Firefighter Airplane Ride; also Scrambler by lease or concession. San Juan Resort, Russell's Point, O. je23

WANTED - INDIAN PENNIES, ANY amount, pay \$4 per 100. Reference, Dun-Bradstreet. Immediate payment. Ashton Sales, 311 West Lake, Chicago, Ill.

Talent At Liberty

Bands and Orchestras

AVAILABLE JUNE 1 - 4-PIECE COMBO: Bass, Trumpet, Drums, Guitar. Resort and Club specialists; union, honest, dependable. All music styles; consider all offers. Write. Farmenter, 5727 S. Van Dale, Wichita, Kan. my26

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jass. Jump Jackson, 5727 La Salle, Chicago, Ill. Normal 7-4151. my26

Circuses and Carnivals

PALMIST DESIRES WORK. GORGEOUS, exotic, gypsy-like appearance. Very catchy. Also do Half and Half. Rose Davis, Avella, Pa. Phone: LU 7-8225.

Miscellaneous

ATTENTION, CELEBRATIONS - FIESTA Dancers presenting authentic Spanish and Mexican folk dances and songs in colorful costume; beautiful outdoor attraction. Also the Barbettes, small line of girls; good character top-notch routines. Taggart, 1602 National Ave., Rockford, Ill. Phone 42789.

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton Va. je2

HYPNOTISM SHOW - TWO-HOUR PRO-gram presenting the marvels of medical hypnosis using audience participation. Suit-able for indoor or outdoor stages. Best of references. Just finished Texas tour. Avail-able July 1. Harland Stretz, 908 Morgan, Boonville Mo. Phone TU 2-5153.

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PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dances and Vaudeville. Write Professor Wright, Casey, Ill. je9

PSYCHOLOGIST, DEMONSTRATOR AND Lecturer on the power of hypnosis over-coming anxieties, habits and limitations. Donald Davis Pa.D., 1228 33d St., Zion, Ill. my26

Musicians

A-1 ORGANIST FOR LOUNGE, RINK, hotel, restaurant, radio, TV Address: Organist, 601 W. 180th St., #45, New York 33, New York. je2

AT LIBERTY—TRUMPET MAN, CUT OR no notice; read or fake, age 27; available June 4, will travel. Write Chuck Nolen, 1802 West Main St., Dothan, Ala. my26

AT LIBERTY—BARITONE SAX, DOUBLING Tenor Clarinet, and Bass Clarinet, age 36, former with Henry Busse, Al Donahue, Russ Morgan, wish to work on a steady band. Frank Pronio, Box 302, Shidler, Okla. Phone: Mission 3-4172. je2

AT LIBERTY - EXPERIENCED MODERN Drummer; name bands, white, neat, young, dependable; prefer work with colored or mixed commercial jazz group; no Dixie! Available after June 1. Pierre Langlois, 2906 W. Addison, Chicago. IR 8-1361.

AGENT WANTED TO REPRESENT ORGAN-ist in Eastern part of country for hotel work. Box C-332, c/o Billboard, Cincinnati 22, Ohio. je9

BASS MAN, VOCALIST - DOUBLING Trumpet for trio or small combo. Tele-phone Alpine 2-7749, Birmingham, Ala. je9

DRUMMER-AVAILABLE JUNE 1. COMBO and Big Band Experience. Cut Shows, Latin Will travel. Dave Seifert, Box 122, Cape Girardeau, Mo. Phone: Edgewater 5-3225.

DRUMMER - 10 YEARS' EXPERIENCE, new equipment, single, car! will travel. Interested in summer resort work; 655 card; age 31 yrs.; good steady beat. Paul Lewith, 110 Avon St., New Haven, Conn. LO 27992. my26

DRUMMER-VOCALIST - A D A P T A B L E style; good background; age 29; depend-able; own transportation. For more infor-mation, contact John Bonino, 934 Drake St., Madison Wis. Phone AL 54044. my26

DRUMMER DOUBLING VOCALS, SOLID beat, two or four, any style; 15 years' ex-per. Prefer location and small group; will travel, own transportation. Age 29, single, sober, pep. Frank Bruno, 1739 Lee Court, Owensboro, Ky. Ph: MU 4-2725. je2

NEED A DRUMMER? WRITE OR CALL Jeff Young, formerly with King and Busse. Lead, fake, play shows; also a bongo and Latin-American drummer. Jeff Young, Paul-ton 41 st., 508 West Wilson Ave., Chicago, Ill. Phone Longbeach 1-8450, Apt. 5N.

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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shaffer, 1041 S. Dennison, Indian-spolis 21, Ind. my26

Continued from page 52

Holt, R. Wm. Phillips, Mrs. Helen
Hutchins, John Phillips, W. G.
Hunter, Darrell Porter, Mrs. R.
Imman, Maurice Prevo, Frank
Jeter, Myrtle Price, Mrs. Martha
Johnson, Harold Proctor, Ellen
Johnson, Mike Proctor, Romano
Johnson, Michael R. Prusick, Chester
Johnson, R. L. Puckett, George
(Speed) Qualey, Jim
Jones, George & Mrs. Rader, Kenny
Jones, Harry E. Reid, Ross
Kell, Mrs. Edith Reiter, Margaret
Kelio, Jack Reynolds, Hoyt
Kenner, Mrs. Bennie Robert
Kibel, I. H. Richardson, Joseph G.
King, Kathy Ritter, A. L.
King, G. B. & Mrs. Roberts, John E.
Klaus, Frederick F. Robinson, R. & L.
Knapp, James Rose, Louis
Knight, Herb Roxby, Bill
Knirk, John B. Scheel, G. R. & Mrs.
Korman, Carroll Schomburg, Vaughn
Kohn or Cohn, Mrs. Sechrest, Claude &
Dorothy Miller Mrs.
La Follette, Charles W. Shaffer, Billie
LaJole, Mickey Shaffer, Jimmie
Lane, Joe Gilbert Shamoon, Malcolm
Lankford, Harold & Ellen Shapiro, Henry E.
Lankford, Lester Shinbaum, Jerry
Lauber, Tommy Shoemaker, Mrs.
Laughon, Harold M. Patsy Y.
Lee, Sandra Shore, Jackie
Lee, T. Tona Shotice, Mrs. Billy
Leto, Jimmie (Sholice?)
Lilly, Geo. W. Sistrunk, John
Lilly, Harold J. Smaha, Toni
Lintennie, Frank & L. Smith, Dorothy L.
Mrs. (3-legged man) Snellings, Wm. L.
Little, Jack Snoke, Bernard &
Locke, Bobby Mrs.
Lombardi, Ronald Spain, F. E.
Loveless, Mrs. Betty Star, Hedy Jo
Loveless, Kenneth Stein, Jack
Wibbur Stevens B. G.
Lykins, Raymond Stout, Sirm (Lucky)
Lynn, John J. Sullivan, Billy
McBride, (shop hand) Snyder, Carl D.
McBride, Woody Stacy, Woodrow &
McGinley, Horace Juallita
McGraw, John R. Staples, Thomas E.
McLane, F. J. Stein, Al (Sputnick)
McSpades, Richard Stevens, Buddy
Malman, Mannie Stevenson, Louie E.
Malone, Sharon Stewart, James H.
Martin, Charles Stinemet, James
Masters, Eddie Sutton, Carl M.
Mayer, William Swank, Harry
Bronson Swank, Ruth
Merrin, Robert Taliaferro, C. A.
Merritt, Benny Tets, Eugene M.
Mikloiche, Joseph Thomas, Ernest &
Millam, Lewis L. Thomas, Lee & Mrs.
Miller, Earl Thomson, C. F. &
Mitchell, Jimmy Mrs.
Molinar, Heavy Troutman, Ross
Moore, Mable V. Townsend, Carol W.
Morgan, Rosie Van Buren, Jack X.
Morris, Allen & Atta Vernon, Michael L.
Murphy, Bob Walters, Mrs. Sue
Murphy, Joe F. Ward, Mrs. D. M.
Myers, James Freddie Weatherman, Jack
Nazarechuk, Nicholas White, Paul E.
& Catherine Wilder, Dan
Neilson, Herbert Williams, Polly
Newcomer, L. E. Williams, Clarence
Newville, Phyllis or Lewis Johnny & Mrs.
Nicholas, Enhrem Williams, Joseph
O'Keefe, Gene Williams, Elizabeth
O'Leary, Betty Wilson, Jimmie
Oliver, Jack Wilson, Jimmie
O'Riley, Jimmie Winchester, Norman
Orschell, Jack or Kelly Woodrume, Tom &
Ruth
Pacini, Nello Woods, Alma or
Paige, I. C. Wray, Mickey O'Day
Paul, C. C. & Mrs. Perry, Bob & Mrs. Young, Jonnie
Peterson, Eloise Zoppe, Alberto
Peterson, Whitey

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Burton, Jack Meredith, Lawrence
Hall, Robert S. Powers, Babe
Hunter, Roy Patricia
Kitto, Ralph Richards, Franco
Lipsky, Morris Trapeze Bros. Circus
Lynch, Joe Taylor, Thomas John
Martin, Tommy Travis, Jimmie
McComb, Eddie

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post Canipe, Mrs. Flora. Cuvellier, George Richard, 704

Adams, Mrs. Emma Lauther, Mr. & Mrs.
Allen, Jack Lee, Sandra
Allison, Tex Lorenz, Alfred
Anderson, W. L. Lucas, Nick
Arbitt, Mr. & Mrs. McCabe, Mrs. Ruth
Bacon, Wm. McHenry, M. F.
Bailey, Mrs. Kay L. Magid, Charles
Baldwin, Billie J. Malbin, Edward
Bales Jr., James Marchand, Noah L.
Barker, Mrs. Billie L. Martin, Jack C.
Bright, James Medlin, Mrs. Ruth J.
Brown, Mr. & Mrs. Meior, Mrs. Lillian
Brown, Mr. & Mrs. Meyers, Cecil
Brown, Martha P. Middleton, Odel
Bryant, Jay Miers, Fred
Burto, Leonard W. Moore, Raymond
Burten, Betty June Moreno, Geraldine
Caldwell, Edward Moreno, Tito M.
Moore, W. E.
Nickerson, Andrew
Cambell, Mr. & Mrs. Samuel
Narr, Roy
Noakes, Hank
Canipe, Walter Norbey, Mr. & Mrs.
Carl, Kathy Bob
Carpenter, Clifford Noremac, Bill
Oakley, Mr. & Mrs. Julia
Cave, Mrs. Lester Orbill, James L.
Cherry, John M. Orbill, O. D.
Clark, Granville L. & Elsie L.
Coxwell, Mrs. Linda Parsons, Patrick
Craig, Buddy Patterson, J. B.
Crowe, W. J. Dayton, William
Davis, Gene & Bonnie Padgett, James
Pearson, Carl T.
Fesse, L. D. & Kitty
Denind, L. J. Pfeifer, Jackie
Denid, Mrs. Pauline Pilla, Joanne
Dickerson, Harry G. Riley, Hubert Lee
Donaldson, Kenneth Rose, Louis
Donovan Bros. & Wilma Shadel, Dick Sam
Sheridan, John T.
Edson, Brad J. Simons, Mr. & Mrs.
Everhart, Clarence Charles
Festor, Charles G. Slaten, Mr. & Mrs.
Forbes, Donald W. Smith, Bob (Speedy)
Freze, David S. Smith, James M.
Gagne, Jack Ward Smith, Tally Nay
Gilk, Mary Stapleton, Mike
Gineea, Morris Starkey, John
Gonsalves, James J. Stephens, Shows
Griggs, Charles Steward, Bobby Lee
Hale, Jack Stoddard Jr., Mrs. Jack
Hall, E. L. & L. A. Harmon, William
Harmon, William Roy
Hatfield, Dale Stokes, Mr. & Mrs.
Hemstead, Arlene Stutz, Jim
Hemphill, Robert E. Taylor, Patrick
Hewitt, Roy (Reno) Thomas, Charles
Hissey, Mr. & Mrs. (Chick)
Walker, Mrs. James
Howe, Charlie & Grace Wash, Mrs. Mae
Hyland, Dick White, Mike
Ingram, Albert E. White, Denny
Jackson, Ben White, Mrs. Elaine
Johnson, B. D. White, Mrs. Rod
Williams, J. D.
Jones, W. P. Williams, Harvey T.
Jurden, Donald E. Wingate, Marvin
Kelley, Bob Wright, Mrs. Jimmie
Kelley, Mr. & Mrs. Ed York, Carl
Kelly, Mrs. Msy Zilla
Zucco, Joseph G.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Adams, Frank J. Laurello, Martin
Barth, Carl Leonco, Suza
Bradley, Joe Martin, J.
Brown, Ray Miller, Larry
Calvert, E. Miller, Richard R.
Clair, Paul Miller, Paul
Collin, John McLaughlin, Andy
Collier, Lester N. Mittedorff, Seymour
Cox, Katherine A.
Diaz, Don Luis Padilla, P. M.
Dickenson, Jemy Proper, Russell Capt.
Dunt, Mary C. Proper, Mary C.
Geizer, Rose Reilly, M.
Genarro, Peter Reed, John
Goude, Murray Rivers, J.
Heath, Harold Sugarman (no initial)
Heath, Janet Marie Travis, Jimmie
Hite, M. Wintour, Richard
Janek, Art Whitehead, George
Kineaid, E. Yates, R.
Kingsbury, H.

BALLOON ASCENSIONS AND PARACHUTE Jumps colorful air spectacle; licensed; balloons registered; Badger Balloon. Victor Heiler, manager 229 South Sixth St., Alhambra, Calif. my26

CORBIN'S CALLIOPE-A FUNNY CLOWN with the world's greatest music. A must for all centennials, parades, sales events, sport and home shows, etc. Few weeks open due to disappointment. Interested parties contact: 318 E. South St., Barnesville, Ohio. my26

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OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule Magnolia Ohio. Route No. 1. Phone UNION 62010. je2

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Vocalists

AT LIBERTY - ARTIST; C&W ATTENTION Program Directors. America's friendliest voice contracting for radio, etc. Live or records on taped shows. Will co-operate till sponsored; sincere offers considered; avail-able for personals, travel. July. Write. Farin West, Box 193, Cincinnati 1, Ohio. je2

Mitchell Set For Elmira, Bloomsburg

NEW YORK - Two more fair dates for Guy Mitchell, vocalist being booked as a Western act by GAC-Hamid, were announced this week. Mitchell has been signed for the Chemung County Fair, Elmira, N. Y., for August 10-16, and Bloomsburg (Pa.) Fair, September 22-24. Dates for Mitchell so far include Pueblo, Colo.; Pittsburgh, Elmira, Mineola and Bloomsburg, with a week to fill after the September 6-14 Mineola Fair.

Weather Kills Pre-Lent Fest

WOONSOCKET, R. I. - Woonsocket has thrown its annual Mardi Gras to the elements, or rather, has surrendered to them. The Jaycee sponsors, noting that the pre-Lenten festival was frozen out last February with a \$1,500 loss, voted to back an event in May, also along Mardi Gras lines. The sole pre-Lenten fest will be a masquerade ball.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD. 1. Type or print your copy in this space: 2. Check the heading under which you want your ad placed: 3. Indicate below the type of ad you wish: Classified and At Liberty ads must be paid for in advance. The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in... issue. NAME, ADDRESS, CITY, STATE.

VENDING MACHINES

68

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 26, 1958

\$250 Winner Ball Ops Biggest Industry Threat, Says Raynor

Machines Giving Valuable Prizes Jeopardize All of Bulk Vending

A winner ball is generally either a plastic or striped ball of gum which is exchanged for a prize. When prizes are used in conjunction with penny bulk machines and the retail value of the prizes exceeds 5 cents, the machine is subject to the \$250 federal gaming device tax.

CHICAGO—Winner ball machines subject to the \$250 federal gaming tax are the single most dangerous threat to the bulk vending industry.

Thus declared Milton T. Raynor, legal counsel of the National Vendors' Association, last week in expanding on remarks made at the group's recent May convention.

The bulk vending industry is determined to stamp out the use of bulk venders in awarding merchandise prizes whose retail value is in excess of 5 cents. Such prizes subject the machine to the \$250 stamp.

The awarding of merchandise prizes whose retail value is less than a nickel subjects a bulk vender to a \$10 federal amusement tax. Altho Raynor withheld comment on this aspect of winner ball operations, it was learned that NVA is currently investigating charges by some charm manufacturers that less-than-nickel prize award operations are growing and present a basic threat to the bulk vending industry.

Most Dangerous

Machine subject to the \$250 tax is potentially the most dangerous, thinks Raynor. A child is tempted to pour pennies into this type of machine, a not unlikely result being a legal crackdown following on the heels of parental protest. Such a crackdown could spread to all types of bulk vending, if only because legislative and taxation bodies might not distinguish between different types of bulk vending.

The most flagrant example of \$250 machine operators are those who attach a large display card directly over the machine, said Raynor. The card often has rela-

tively expensive items (such as flashlights) mounted on it. The situation is doubly dangerous when these operators use the same winner balls over and over again, in violation of the Pure Food and Drug Laws, he continued.

Elusive Operators

These operators tend to be elusive, said Raynor, in that they set up and sell a route of \$250 machines as quickly as possible. Altho it is difficult to estimate the number of operators and machines in the U. S., NVA is aware of several specific trouble spots, stated Raynor. The association was successful in combatting a very large operator of machines subject to the federal gaming tax.

Not only does such an operator violate the law and often abuse sanitation codes, but he displays a

moral irresponsibility in the operation of machines that a young child often finds irresistible, declared Raynor. In his convention speech, Raynor stated that member operators of the association using the \$250 machines will be expelled. (The Billboard, May 12.)

Raynor said that this trouble spot in bulk vending has no direct connection with what he termed a continued and concerted effort of undesirable elements to dodge anti-gaming statutes. He referred to the use of capsules or gum-size plastic balls containing poker hands or even slot machine symbols.

Operators of machines used for outright gambling purposes are petty hoodlums outside the industry itself, declared Raynor. Consequently, attempted regulation of

(Continued on page 69)

Dollar Value of Vending Machines Shipments Hits \$104 Million in '57

Bulk Machine Deliveries Rose \$66,000; Cigarette Venders Jumped \$4.7 Million

By DELORES NEWCOMB

WASHINGTON — Manufacturers' shipments of vending machines during 1957 totaled \$104.1 million, an increase of 1 per cent over 1956 shipments of \$103.1 million, according to Commerce Department's Census Bureau.

Shipments of bulk venders totaled 68,283 last year, with a value of \$997,000. In 1956, shipments of bulk venders totaled 67,026, with a value of \$931,000.

Shipments of cigarette machines jumped from 86,820 in 1956 to 98,161 last year, corresponding to value of \$20,540,000 in 1956 and \$25,216,000 in 1957.

Number of stamp vending machines shipped last year totaled 9,082, valued at \$434,000. This compares with shipments of 11,211 in 1956, valued at \$497,000.

Shipments of confection and food vending machines were valued at \$17 million last year, an increase of 1 per cent over 1956 shipments. Shipments of beverage vending machines dropped 6 per cent to a total for 1957 of \$57.9 million. Shipments of all other venders totaled \$29.2 million last year, up from the \$25.1 million in 1956.

According to Census Bureau's report issued last week (21), manufacturers shipped 706 combination hot and cold beverage machines last year with a value of \$605,000. In 1956, 1,406 such machines were shipped, with a value of \$979,000. Shipments of coffee machines (refrigerated and non-refrigerated) in 1957 totaled 15,090 units, with a value of \$11,372,000. A year earlier, shipments totaled 15,806 units with a value of \$9,836,000.

Milk Unit Decrease

The number of bulk or cup milk vending machines shipped last year totaled 1,419 with a value of \$410,000, down from the 1,705 units shipped a year earlier at a value of \$611,000. Packaged milk machines (indoor) shipped last year totaled 8,581, valued at \$5,116,000. In 1956, shipments in this category totaled 11,481 machines, valued at \$6,771,000. Ship-

COPS SERVICE ROUTE, CATCH EAGER BANDITS

PHILADELPHIA — Stymied police couldn't figure out how to nab slippery bandits that were holding up servicemen on their vending routes. Constant movement of servicing vehicles from place to place made a stake-out impossible.

Finally two detectives, John Egan and Herbert Rhodes, boned up on cigarette machine servicing techniques, donned the uniforms of Unit Vending Company, and began making the daily rounds with regular employees.

One of the drivers accustomed himself to toting a bulging sack around as a lure. Willie Butler and Evan Truluck found the attraction of the sack irresistible. The detectives nabbed them, and Philadelphia police hoped that the capture of Willie and Evan would solve the rash of hold-ups.

Expect Ike to Approve Postal Rate Increase

WASHINGTON — President Eisenhower was expected to sign a bill raising postal rates and salaries passed by Congress last week. The President had not yet signed at Billboard's press time.

Under the terms of the bill, first-class mail would be increased 1 cent. First-class letters would cost 4 cents, airmail letters would jump from 6 to 7 cents and post cards would go from 2 to 3 cents.

Operators of stamp vending machines see no particular hardships in the new rates, with the exception of the airmail rate. Feeling is that customers may balk at paying the 2-cent premium for this class of service. (The Billboard, April 28 and May 5.)

Third-class mail, mostly advertising matter, would be increased 66 2/3 per cent over a two-year period. Book rate would jump from 8 to 9 cents on the first pound and from 4 to 5 cents on each additional pound.

Colo. Springs Cig Tax Sets Record

COLORADO SPRINGS — An all-time record city cigarette tax collection of \$27,000 for the first three months of 1958 points up the increased value of vending machines from a revenue standpoint, according to the city tax commission.

Approximately 34 per cent of the tax was paid in by vending organizations, their total almost equal to the amount of the increase over last year. Of the March total, \$5,602.80 came from the sale of stamps on penny-a-pack cigarette packs, while \$65 was the result of cigarette vending licenses.

There are currently upwards of 750 cigarette vending machines operating in the Colorado Springs area, with every expectation that the number will be doubled during the summer season, when the Colorado resort city attracts nearly a quarter of a million tourists.

Vend, U. S. Census Statistics Close

See separate story, this section, for a complete breakdown on the Census Bureau's report on vending machine shipments made by manufacturers during 1957.

CHICAGO — Generally close agreement on numbers of new bulk and cigarette venders sold or shipped during 1956 and 1957 is evident in statistics separately compiled by Vend magazine and the Commerce Department's Census Bureau.

Differences in statistics may be explained by the fact that whereas the Vend study determines only those machines sold to operators or distributors in the U. S., the Census Bureau study is based upon manufacturer shipments. Thus, shipments to foreign countries may be included in the Census survey.

Vend's study reveals that 86,000 bulk machines were sold in 1956, while the Census Bureau found that 67,026 venders were shipped

during that year. For 1957, the figures for bulk machines are 65,000 and 68,283, respectively.

Cigarette Venders

Vend and Census Bureau figures on cigarette machines are also in rather close agreement for the year 1957. Vend reports that 102,800 machines were sold, while the Census Bureau found that 98,161 were shipped. A much larger discrepancy is evident in 1956 figures: while Vend found that 76,000 machines were sold, Census study showed that 86,820 were shipped.

It is interesting that whereas the Vend study revealed that approximately 1,000 fewer bulk machines were sold in the U. S. during 1957 than during 1956, the Census Bureau survey found that about 1,000 more bulk machines were shipped over the same period.

50,000 Drop

It is startling that Vend's annual survey of vending machines showed

(Continued on page 69)

BULK BANTER

Send your Bulk Banter items to the Vending Editor, The Billboard, 188 West Randolph Street, Chicago.

By FRANK SHIRAS

Fill charms are being neglected by manufacturers, thinks Sam Kaplan, Denver op. He argues that since fill rather than feature charms are the ones generally dispensed, more emphasis should be put upon them. He says that five new fill charms every four months would

(Continued on page 83)

Eppy Says Mfrs., Distributors in Accord

NEW YORK—Sam Eppy, acting as spokesman for the charm manufacturing industry, said that his group and representatives of distributor firms have worked out a modus vivendi at the recent Miami convention.

Briefly, the plan involves the manufacturers offering the same terms—based on volume of business—to both operators and distributors, but offering other concessions to the distributors.

For example, the manufacturers agreed to refrain from advertising the distributor price either in trade publications or in direct mail to operators, but to stick with the operator price.

Trade Discounts

The manufacturers will insist, however, that any operator buying in sufficient volume may receive trade discounts on request.

According to Eppy, some distributors has been boycotting manufacturers who sold directly to operators on the same terms as they sold to them. He added that both manufacturer and distributor were hurt—the manufacturer by reduced

sales, and the distributor by his failure to carry a complete line.

At the Miami meeting, Eppy said, the distributors conceded that the manufacturer has the right to sell to all customers and that the large operators will always buy their supplies directly.

Distributor Province

On the other hand, the manufacturers admitted that many operators depend on the distributor for warehousing, for quick service, for credit and for advice, and that the manufacturer had little hope of getting these operators as customers.

In other words, both parties agreed that the big operators will generally buy directly, while the smaller ones are the natural customers of the distributor. They further agreed that the manufacturer would not attempt to lure away the smaller operators from the distributors by offering them the same prices as the distributors pay.

Actually, said Eppy, the distributors have been in error in blaming manufacturer direct sales poli-

(Continued on page 70)

Get IMMEDIATE delivery of these KEENEY Venders:

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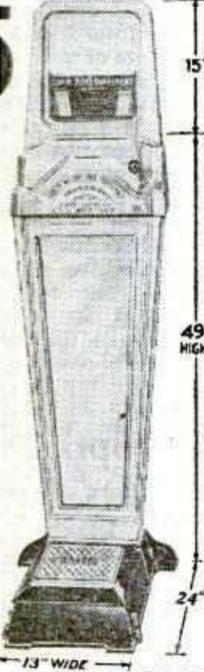
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\$250 Winner

Continued from page 68

these practices does not properly fall within the scope of NVA. According to Raynor, the operation of this type of equipment has apparently dwindled within the last year to few, isolated areas. He knows of no area where they are currently being used.

Plainest example of the bulk vending industry's determination to stamp out users of the \$250 machine comes from operators themselves, said Raynor. The most prevalent grass-roots complaint originates with operators in different parts of the country who protest that operators of the \$250 machine are ruining their legitimate routes, said Raynor.

Vend, U. S. Close

Continued from page 68

that 50,000 fewer machines were on location during 1957 as compared to 1956, when 1,500,000 represented the on-location total. (See Vend's 1958 Market Data and Directory edition.) According to Vend, this surprising drop in machines on location can be largely attributed to exposure and prosecution of blue-sky promoters. Thousands of machines have been pulled out of marginal locations in the recent past both by promoters, who sell "established" routes, and by disillusioned purchasers, reports Vend.

Vend found that cigarette machines in operation increased by 80,200 during 1957, compared to the previous year, when 65,500 venders were on location. In the same period the Vend study showed that 102,800 new machines were sold. (See above for Census Bureau figures.) This difference of 22,600 between cigarette machines sold and the lagging increase in on-location venders is attributed by Vend to machine attrition. Thus, replacement of worn-out venders accounts for the vast majority of the 22,600 machines sold but not discernible in the increase of machines on location.

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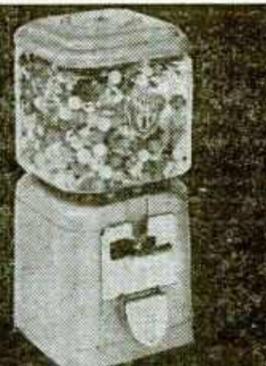
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Pistachio Nuts, Jumbo Queen74
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Pistachio Nuts, Vendor's Mix55
Pistachio Nuts, Shell41
Cashew Whole46
Cashew Splits42
Peanuts, Jumbo38
Spanish32
Mixed Nuts57
Baby Chicks30
Rainbow Peanuts33
Boston Baked Beans22
Jelly Beans28
Licorice Gums28
Leaflets, 650 ct.40
M & M, 550 ct.50
Hershey-ets47

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CAPSULE CHALLENGE

Study 5c Charm Costs And Market, Says Op

Editor's note: Leading distributors throught the U. S. believe that use of the nickel capsule is declining. Many operators concur. (The Billboard, April 28, May 5.) Below is an article penned by a successful operator of nickel capsules, who feels that with care they can be very profitable.

By **PAUL De COTES**
BINGHAMTON, N. Y.—Nickel capsule merchandising can be both a profitable and an intriguing part of a bulk vending operation. Altho many may consider capsule vending to be on the downtrend, the

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alert operator will accept the challenge and make capsule vending a lucrative part of his business. He will need to make a careful analysis both of his prospective customers and of the merchandise he intends to sell them.

Children are by far the largest buyers of nickel capsule items. They are a clever lot. When they spend 5 cents for an item in a capsule, they expect, and should receive, their full money's worth. This will assure the operator steady, repeat customers. And repeat customers are vitally necessary in all but a transient operation.

Merchandise Cost
An operator will have to spend at least 40 per cent of his gross take on merchandise. If he can edge this up a little higher, his business will likewise be increased. With commissions usually figured at 20 per cent, operating expenses and profit will have to come from more than 40 per cent. With capsule machines usually being used as an adjunct to other venders in a location, operating expenses will, of course, be less than were they placed singly.

The capsule itself should be of a type that will not come open in the machines, and of a size that will not jam the venders. The child must not need a complement of tools to open his capsule!

Items sold in capsules from a nickel machine should be of a different variety than those sold for a penny in a machine next to it. To know just what children expect from a capsule machine, it is a good idea to ask children themselves. It is surprising how interesting and eager children can become when the operator takes them into his confidence and "talks things over."

Good Stable Items
There are a number of good stable items available for capsule vending. Plated jeweled rings are available from most charm manufacturers in an increasing number of styles and patterns. Kids love them! Then there is a host of good import items, including harmonicas, compasses, water squirts, pearl handled jackknives, sirens and the like.

Girls like earrings, "fuzzy-wuzzy" pin-ons and other decorative pieces. A large variety of items can be found in the magic and novelty line. The larger and better plated charms may be used with key chains. The operator with capsule machines will have to be constantly on the alert for new items. The better he succeeds, the faster his machines will empty.

The operator might well re-examine his entire capsule vending entity. With an enlightened outlook, he should be able to make capsule vending an integral part of his entire vending operation.

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News in Brief

Fishman Ties Vending in With Plant Automation . . .

Growth of automatic cafeterias along with automation in industrial plants predicted by William Fishman, president of NAMA, in recent Chicago speech. Argued that decrease in number of workers per individual plant because of automation will make manual cafeterias increasingly expensive. Shorter working week will also make automatic feeding more attractive, said Fishman. Typical automatic cafeteria consists of from eight to 10 machines dispensing variety of food products, he said, and requires average capital investment of \$10,000. Fishman said further that average monthly sales must be minimum of \$2,500 per installation. About 350 potential customers required to support such an installation, he said. Fishman said storage of unsold foods is one of major problems faced by industry.

New Paper-Package Food Vender By Jennings . . .

"Vend-All" name of new paper-packaged food vender. Made by Jennings and Company, Chicago, machine vends six different items at individual prices ranging from 5 cents to \$1.24. Coin mechanism made by National Rejectors. Cookies, rolls, bread, crackers, potato chips and pretzels, typical products that machine vends. Unit is 39 inches wide, 30 inches deep, and 78 inches high. Weight is 650 pounds. Individual compartment measurements are 4 1/2 by 5 by 14 inches, and vender has capacity of 48 items. Machine also has display panel and optional visual totalizer to record amount of money inserted.

Milk Venders Doubled Over 4-Year Period in Mo. . . .

Number of milk vending machines in Missouri almost doubled (from 802 to 1,500) between 1954 and 1958, according to University of Missouri Agricultural Experiment Station in Columbia. Detailed report, entitled "Problems in Milk Vending" prepared by experiment station in conjunction with growth of milk vending. Significant findings were that number of milk vending firms increased from 3 in 1950 to 44 in 1955, with 802 venders on location in latter year. Machine totals increased to 1,179 in 1956 and to 1,500 in 1957. In 1954, 12 of the 802 machines were outdoor, handling a fifth of total vended volume, representing 1,702,800 pounds of milk. Total pound volume in 1954 was 7,939,451.

British Firm Licensed to Mfr. Food Co. Line . . .

Allied Produce Company, Ltd., Bristol, England, licensed to manu-

In Accord—Eppy

cies for their decreasing business volume.

The real causes for the decrease in charm sales, he said, are winner balls, century balls, amusement-type ball gum machines, multi-vending units whose candy and nut sales cut into charm volume and ball gum picture cards.

Eppy said that charm manufacturers who were making special deals to distributors announced that they wanted to rescind their policies and sell to all with the same discount structure.

The distributors said that while manufacturers are not restricted in copying ideas from each other, they would favor the originator of new charms in their purchasing.

Eppy said that failure to use charms has been responsible for declining bulk vending sales, but that this trend is being reversed and that his plant is now on a three-shift basis.

facture and distribute vending machines of Food Engineering Corporation, Manchester, N. H. British firm manufacturers and sells all types of agricultural equipment and a line of engineering products, according to T. D. Keegan, chairman and managing director of firm. Fleet of service vans, used as traveling showrooms and service vehicles, and a plane for visits to Continental Europe are operated by firm.

Miscellaneous News From Around the Country . . .

Arnold Cortell, head of Ameropa Trading & Shipping Company, importer-exporter of vending machines and supplies, left last week for month-long European trip . . . Douglas S. Steinberg named as assistant president of newly created National Confectioners' Association . . . Six sales executives named to staff new Division 8 organization serving seven Southeastern States at Curtiss Candy Company . . . Fanberg Refrigeration, Hawthorne, Calif., has taken over complete marketing of Spoon-A-Tic, automatic spoon vender.

Operations CANDY BALLS

210 Count, with CHARMS.
100 Count "HALF HOUR" Balls.

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LOW-PRICED LINE OF CIGARETTE VENDERS, 3 SIZES.

None finer quality—none lower in cost! We also manufacture venders for candy, cookies, pens, stamps, perfumes.

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AGATE—GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16 . . \$45.00
Barrel of 40,000, size 5/8 . . 35.00
Keg of 21,000, size 9/16 . . . 21.00
Keg of 17,000, size 5/8 . . . 19.00

Shipment made at once F.O.B. factory. Freight or truck.

STAMP FOLDERS (PLAIN WHITE FOLDERS)

5,000 \$3.75
10,000 7.00

EXPRESS COLLECT.

1¢ & 5¢ Combination COIN COUNTER
One-Piece Heavy Cast Aluminum

\$1.25

FULL CASH WITH ORDERS.

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Giving friendly service & liberal financing since 1910

Boston Juke License Totals Show '58 Drop

BOSTON—The City of Boston's figures for the number of juke boxes licensed shows a downward trend from 1956 thru the first five months of 1958, while the number of automatic devices licensed dipped in 1957 by 99 over the previous year, but so far this year the figure is up by 169 over last year.

(See separate article on Boston license situation outlined by the operators' association's counsel.)

The Boston Licensing Board's report for 1957 showed there were 929 juke boxes licensed as against 1,056 in 1956. The figure dropped again for the first five months of this by 69 to a new low of 860. In 1956 there were 633 operating, last year the figure was 532 and the number for the first five months of 1958 stands at 701.

Up until the beginning of 1957 there was no fee for the weekday operation of a juke box, but at that time a fee of \$50 per machine per year was imposed. This would give an income from juke box fees for 1957 of \$46,450. The 1958 income to date is \$43,000.

There is also a \$50 fee for operating a juke box on Sundays. It also is possible to take out a weekly permit which costs \$2 per Sunday. This is issued by the License Department of the Mayor's Office. There were 312 \$50 permits in 1956 and 317 in 1957. The \$2 permits run much lower in number with 15 in 1956 and 18 in 1957.

Some operators are loathe to buy the \$50 permit since some locations will change their minds about keeping the juke box and the operator is left with nothing to do
(Continued on page 84)

Neb. Ops Meet May 24 and 25

OMAHA—The Music Guild of Nebraska quarterly meeting will be held May 24 and 25 in Norfolk, Howard Ellis, secretary-treasurer, announced last week. Site will be the Hotel Madison.

The group will hear reports on the copyright hearings held in Washington last month and the MOA convention. A report on the newly-formed Omaha association will also be given.

A dinner will be held Saturday (24) evening, a business meeting Sunday (25) afternoon and a banquet that evening.

Mass. Ops Map New Two-Case Court Fight

BOSTON — A new plan of attack has been formulated in the Music Operators' Association of Massachusetts' case against the City of Boston and the Commonwealth of Massachusetts on excessive juke box license fees totaling \$150 per machine per year it was revealed at the monthly meeting of the group in the Commonwealth Country Club in Newton last week.

In order to expedite matters, Hirsch Freed, trial lawyer and Arthur Sherman, counsel for the MMOA, said they had decided to enter two separate cases: one on the constitutionality of the licenses

JUKES DROWN OUT VIENNA BARREL ORGANS

VIENNA — The world of mechanical music in this hallowed city of music is undergoing radical change. Barrel organs are giving way to juke boxes. Twenty years ago, there were 40 barrel organs in the city, in 1946, 10; and today, just 3. As of April this year, however, there were 923 juke boxes in the city's restaurants and bars. In other words, one such establishment in seven today sports a juke box.

Wis. Ops Open Member Drive

APPLETON, Wis. — Wisconsin Music Merchants Association monthly meeting, held Tuesday, April 29, drew a fair attendance of Wisconsin operators.

The group heard an up-to-the-minute report on the music copyright fee hearings from president C. S. Pierce, Brodhead, Wis., who had just returned from Washington D. C., where he had represented the MOA.

A lengthy and interesting discussion highlighting practical pointers on setting up depreciation schedules of juke boxes for income tax purposes was led by Harry Daul, Union Sales Company, Green Bay.

Members approved recommendations of the officers that a stepped-up membership campaign be conducted. The next meeting of the group has been scheduled for Monday noon, June 30, at Wausau, Wis., in the Wausau Hotel. Temporary plans were okayed to arrange a family weekend gathering for members sometime in September
(Continued on page 83)

MEMPHIS OPERATORS

Hike Disk Buys To Cover Most Hits

MEMPHIS — Four top operators in Memphis agree that the shorter life of hit records requires an operator to spend more money on disks to keep his programming at a profitable level.

Whereas in the years before and following World War II a top hit stayed big on the average of three months and drew plays as a hit for much longer—30 to 40 weeks—the average now is far less, few currently remaining on top longer than 20 weeks.

In addition, there are so many more record companies now. As result, operators are buying differently than formerly.

All four buy at a one-stop. There are eight record distributors in town. But rather than waste the hours (which is money) it takes to go to all eight, the operators have their roulemen buy from a one-stop, where they can get all labels. The cost per record at the one-stop is 5 cents more than at the distributor, but the operators consider the extra cost worth it in time saved.

Even though they have to buy more records than before, all operators agreed they program the top hits. Here's what each operator had to say:
EDWARD H. NEWELL, owner of Ormatt Amusement Company: "I have had to increase my record buying because hits don't stay popular as long now as they used to. It has been a gradual thing in recent years, and if you didn't stop and analyze it you might miss the cause, but the undisputed fact is I'm paying more for records now than before."
"Whereas records cost me about \$400 a month in 1955, that has gradually increased to where it is \$460 a month now. We try to program all the hits. If you don't, collections will drop."
"We select our records by request, by popularity of a tune in-"
(Continued on page 82)

Ops Urge All-Out '58 Route Upgrading, Split on Outlook

This is the first in a two-part series on operator views on 1958 business prospects.

By BOB DIETMEIER

CHICAGO—Juke box operating management is split down the middle on 1958 business prospects.

But the consensus of top firms—optimists and pessimists alike—is that every operator must get his business house in order this year or he will probably be in trouble.

This note of warning sounded by astute operating managers is a grim reminder to all operators to pull up net income into line with high fixed costs and rising prices. These managers suggest a thoro

examination by every operator of his route expenses and collections. The single most important soft spot in the typical operator's picture of narrowing margins is in unprofitable commission schedules. Protecting money invested in new equipment with written contracts is another area requiring operators' attention.

The simple fact echoed by operators is that compared to 1957, which was generally a poor year hampered largely by the recession, 1958 will probably not be better and might be worse. But most important, for operators who are operating on a profitable commis-

sion basis, 1958 should not be a critical year. And for some, it may even be a relatively good year.

In a spot check of 32 operating companies, The Billboard found that 10 believe this will be a "good year," and six a "fair year," or a total of 16 who feel that 1958 will be better than last year in terms of income.

On the other side of the coin, eight believe collections will be down this year compared to last, two say 1958 will be a "bad year," four that business will be "very slow," "tough" or "the worst" in history, or a total of 14 who believe that income will not be as good this year as in 1957. Two feel that this year will be on a par with last.

However, their comments on the year ahead are revealing in the reasons they offer for believing as they do. The qualifications some operators advance in these comments on their favorable expectations for the year also indicate that the edge is held by pessimists.

A good example illustrating this fact is the comment of A. L. Witt, president of Witt Music Company, Inc., of Greenville, S. C.

"I think 1958 will be a fair
(Continued on page 74)

LAST OF A SERIES

New Orleans Jukes Weather Recession

This is the sixth and final article in a series on how the recession is affecting music operating.

By JIM TITTERINGTON

NEW ORLEANS—The current national business recession, tho creeping into the New Orleans area in general, has not left a noticeable mark on the music machine operations in the vicinity.

This is the general opinion of distributors and operators in Greater New Orleans.

Collections by operators in the area have been off by 2 to 5 per cent over comparable periods

of the past several years, but all distributors and operators interviewed were firm in laying the responsibility to local conditions.

"This has been the worst winter New Orleans has experienced in perhaps a half a century," distributor Ed Holifield of the Dixie Coin Machine Company, stated.

"The music machine business has been a little slower this year than last, but if it hadn't been for the bad weather I feel sure there wouldn't have been a decline."

How is this possible, with the country generally conceded to be in an economic slump?

"The future of the music business in the South is nothing but right," Holifield said.

"We are experiencing a great industrial growth and expansion in the South, and especially in Louisiana and Mississippi.

"Ours has been one of the last sections to really feel the so-called recession, and I firmly believe the reason is due to such industrial expansion in our area."

Holifield said business continued very good through January, but began to fall off slightly in February.

"I feel that this was due almost wholly to weather conditions rather than any recession," Holifield said, "and that with good weather business will pick up quickly."

Holifield said last year's hurricanes and the severe winter have caused a drop in farm income, and have also curtailed construction and oil industry work, conditions which he said are local and temporary.

Distributor Nick Carbajal of the Crown Novelty Company, said the music business is good in New Orleans.

"Operator buying of jukes or
(Continued on page 73)

Binks Ships 50c Play Stimulator

CHICAGO — Binks Industries began shipment of its juke box play stimulator unit, designed to promote 50-cent play.

Stimulator consists of a 2½ by 12-inch light box unit with light-up panels numbered 7 thru 14.

Unit is connected to juke box, offering a minimum of seven plays for 50 cents, and up to 14 plays, depending on where the light stops traveling after coin is inserted.

Mel Binks, president, said the unit builds interest at locations and tends to bring repeat play.

More Ark. Ops Move to Dime

LITTLE ROCK—Ten east and central Arkansas music operators have completed converting to dime play their routes in four Arkansas cities. The changeover involved several hundred phonographs.

The cities involved are Brinkley, Jonesboro, Helena and Forrest City. Forrest City, the largest, has five operators. The dime play conversion also extended to some country routes and affects six counties.

The conversion makes east, central and north Arkansas virtually solid dime play.

The operators reported no public resistance. The public, they found, were well acquainted with the struggle operators had in trying to operate on 5-cent play. Location owners, as well, were co-operative and helpful, the operators reported.

Making the dime play move were: in Forrest City, Fred Swan, Swan Amusement Company, Mrs.
(Continued on page 74)

Conn. Ops Cite R. Ridgeway

HARTFORD, Conn. — Ralph Ridgeway, president of the Western Massachusetts Operators' Association, was made an honorary member of the Music Operators of Connecticut at the organization's general dinner meeting at Philips Colony Restaurant here Thursday (15). It was the first time in 10 years that an operator was so honored by MOC.

Ort Mortro, Norwich, was accepted as an MOC member at the meeting. Guests were Bob Jones, Redd Distributing, Boston; Hank Peteet, Wurlitzer field engineer; Irv Kempner and Nat Guther, Runyon Sales, and Meyer Parkoff and Mac Perlman, Atlantic-New York.

President Jim Tolisano gave a report on the recent Music Operators of America convention in Chicago.

78's Still Dominate In N. Y. Resort Spots

By AARON STERNFIELD

NEW YORK — The march of the 78's to the mountains is under way. Thruout the New York area operators are dusting off equipment, packing it in trucks and dropping it off in hotels, bungalow colonies and taverns in the Catskill Mountains.

While most of the year-round Catskill locations and the majority of the top summer stops offer 45 r.p.m. music boxes, the 78's outnumber the newer models in the Memorial Day to Labor Day establishments.

The reason is one of simple economics. On many locations a fully depreciated 78 machine can make money for an operator, where

Wurlitzer Net Sales Dip 13%

CHICAGO — The Wurlitzer Company announced that net sales slipped approximately 13 per cent for the year ended March 31.

Net sales were \$33,208,711 compared to \$37,584,323 for the previous year. The reduction was attributed to the recession.

Net earnings for the year were \$1,018,692, equal to \$1.18 per share of common stock.

There were 860,525 shares of common stock outstanding at March 31, 1958 or 24,300 more than at the previous year end, a company statement noted. Net earnings for the number of shares outstanding as of March 31, 1957 were \$1,254,452 or \$1.50 per common share.

the depreciation on a newer model would put him in the hole.

Records Scarce

Big difficulty with the 78 machine is the scarcity of records. Operators are lucky if they can get half of their requests for 78's filled. Current production on 78's for new releases is limited.

As a result, operators are converting old 20 and 24-play 78's to 45's, with the conversion cost running \$32 on an AMI and \$69 on a Seeburg. In addition, some of the older 45's have now been depreciated to the extent that they may be placed profitably on summer locations.

Actually, virtually all the equipment placed on Catskill resorts was 78 r.p.m. a couple of years back. Right now the 78's still predominate in the summer stops. But with the gradual replacement by 45's each year, the donut disks should be in the majority within the next few years.

Conversions

One operator, with 22 year-round stops in the Monticello area on 78 r.p.m., has converted 17 of these machines to 45 r.p.m. this year.

Programming is relatively simple for 78's on summer locations. Instead of worrying about 100 or 200 selections, the operator has 24 tunes at the most about which to concern himself. He generally consults the various programming guides, selects the top 15 tunes and fills up the juke box with what he had left over from the previous year.

Operators in the Sour Cream Sierras seldom throw away 78 records. Most of the previous year's

records can be re-used, and without last year's disks the operators would be in a rough way to fill juke boxes with even as limited a selectivity as 20 tunes.

Economically Sound

Granted, this is hardly a scientific method of programming, but it's economically sound. The use of 200-selection equipment, with EP's, dual pricing and other refinements makes sense when a machine is operating 52 weeks a year, but it could be unprofitable on many locations which operate only 13 weeks a year.

A typical attitude in the mountains was, "I make a profit on the games. Music stimulates game play, and if I can place a juke box on the location at a slight additional cost, why not?"

This year, however, Catskill Mountain operators are paying more attention to music operating costs. The reason is that pins are out in New York State, and, with bowlers and gun games grossing less than the pins, the operators cannot afford to run music at a loss.

Seek Minimums

As a result many operators are demanding minimums ranging from \$10 to \$15 weekly before they place juke boxes on location, and some are refusing to place music without the guarantee. They figure it costs from \$100 to \$150 to operate a location for the summer, and they don't want to operate at a loss.

Also most of the equipment on summer locations is set for 10 cents, no matter how old the equipment is.

A new twist is being added this year, with some operators renting the equipment to locations. One deal has the location paying the operator \$200 for use of the machine for 13 weeks, with the operator taking care of servicing and record changing and the location keeping whatever is in the coin box.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

May 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

May 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield.

May 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Figueroa and Washington, Los Angeles. Open house. Dinner, 7 p.m.; meeting.

June 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

June 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 3—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

June 3—Washington Music Merchants' Association, monthly meeting, Seattle.

June 3—West Virginia Music Operators' Association, Inc., luncheon meeting, Ruffner Hotel, Charleston, W. Va., at 12:30.

June 4—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

June 4—Summit County Music Operators' Association, monthly meeting, Akron, O.

June 5—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.

June 5—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

L. A. Distributor Names Cragan Rep

LOS ANGELES — Ralph D. Cragan was named traveling sales representative by Associated Distributors, Inc., local Wurlitzer distributorship, Lee Walker, president of the firm, announced last week.

Cragan has been in the operating business since 1945 in the Los Angeles area. A resident of Pasadena, he will call on operators thruout the area in his new post.

Vacation Offered As Sales Premium

NEW YORK—Dave Lowy, representing Capitol Projectors, the local Rock-Ola distributor, is offering an all-expense-paid, two-week vacation for two to any local operator who places an order for 10 or more Rock-Olas.

Lowy said the vacation offers covers any part of the United States and the Carribeans.

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N. O. Jukes Vs. Recession

Continued from page 71

new records has not been affected by a slight slump for the first quarter of this year," Carbajal said.

"My business hasn't fallen off 1 per cent over the same period for last year. We are holding our own and expect to continue doing so."

Distributor Louis Boasberg of the New Orleans Novelty Company, said the national recession hasn't reached New Orleans yet, and even if it does it should not affect coin machine play and collections.

"I think it is up to the manufacturers themselves to hold the line against the recession," Boasberg said.

"After all, the coin machine business was born and prospered during the depression, and I see no reason why it cannot continue to do so if manufacturers provide beautiful phonographs and popular and revolutionary games."

T A C Amusement Company, one of the largest music machine operators in the New Orleans area, reported a decline in collections of 3 to 4 per cent during the first quarter of this year, compared to last year.

Lawrence Legarde, general manager for T A C, said most of the slack during the period has occurred in the riverfront areas, and mostly in the colored locations.

"Collections from most of our locations are running on a par with previous years," Legarde said. "I believe the slack in collections is due to local conditions, and principally the weather."

Legarde said the slump is so slight that it has not had an effect on the buying of new jukes or new records.

He said there has been some pressure from locations for a return to nickel play, but not widespread and mostly in colored spots.

Vincent Marcello of the Jefferson Music Company, reported his firm's collections down approximately 5 per cent, but said it was nothing unusual, and attributed most of the decline to severe weather conditions during the winter.

"The decline hasn't been drastic enough to even consider a plan, such as point of sale display, to combat it," Marcello said.

Actually we aren't much below normal," he added, "and we feel that we will pull out of the slight decline soon."

Marcello said he has had no pressure at all for nickel play, better commissions or more records.

Music machine operator Earl Gore reported his collections down slightly.

"I'd say collections are down at least 2 per cent and no more than 5 per cent," Gore said. "It's worse than last year, but I think the weather has been responsible more than anything else."

Gore, a music machine operator in the New Orleans area for nearly 30 years, said he has had no pressure from locations for any change whatever due to the slight decline in business.

"I don't expect any such pressure either. I have been able to keep good machines and good records on the locations."

"And I have confidence in the country and in the New Orleans area. Recession or not, I think we will snap back to normal soon."

Marks Tells Of UK Ops

CHICAGO—Gordon H. Marks, of England's Phonograph Distributing Company, BAL-AMI distributor headquartered in London, told operators attending the final general business meeting of the MOA convention that "99 per cent of the juke boxes in England are operated by operators, only 1 per cent by locations themselves."

Marks said the usual commission arrangement made is \$14 front money and a 50-50 split.

He said that records used are both American and British, sometimes hits by the latter artists coupled with American tunes.

AMI Names Klersey SE Rep

CHICAGO — AMI, Inc., named George F. Klersey district sales representative for the Southeastern area. Edward R. Ratajack, vice-president, made the announcement last week.

Klersey, formerly field service engineer for that area, succeeds Joe Collins, who was recently named vice-president of AMI's new Chicago-based distributorship (The Billboard, May 19).

Klersey joined AMI in 1954, held his former post since 1955.

Abe Malouf, owner of Malouf Music Company and LeFlore Music Company, Greenwood, says his business is off due to the crop failure last fall. He has a route at Natchez he bought a year or two ago which he is thinking of selling.

Joe Tierce, Greenwood Music Company, Greenwood, also reports his music and game collections off. . . E. J. Tiry seen cleaning equipment in readiness of bigger spring business.

STOMPING IN SCARSDALE

Westchester Ops Hold Annual Dinner Dance

SCARSDALE, N. Y. — The Westchester Operators' Guild has hit on the happy formula for running a successful annual banquet. The ingredients are an extended cocktail session before the dinner, a good meal with libations on the table, just a few good entertainment acts, a full house but not an overcrowded one—and no speeches.

For the seventh consecutive year the Westchester group followed this formula, and nearly 400 persons turned out to enjoy the festivities at the Holiday Inn here Tuesday night (20).

Guests and their wives danced to the strains of the Lester Lanin orchestra, put away a roast beef dinner, and relaxed to enjoy the floorshow hilariously emceed by Jackie Wakefield.

Guest List

The guest list read like a "Who's Who" of the coin machine industry. Among the distinguished visitors were:

Art Garvey, Bally Manufacturing; Art Daddis, AMI; Jack Gordon, Seeburg; Al Dietrich, Wurlitzer; Lou Boorstein, Bernie Boorstein and Phil Steckel, Leslie Distributors; Meyer Parkoff, Oscar Parkoff and Murray Kaye, Atlantic-New York; Barney Sugerman, Abe Green, Irv Kempner and Morris Rood, Runyon Sales; Senator Al Bodkin, Forest Hills Music, and Dave Lowy and Leo Willens, Capitol Projectors.

Also, Len Book, Steadman Music; Sandy Moore, Gabe Forman and Abe Lipsky, Sandy Moore Distributors; Al Levine, M-G-M; Elliot, Jerry and Ben Blaine, Cosnat Distributors; Mike Munves, dean of the Arcade industry; Sam Keenholz, one-stop; John Holunka and Harry Apostolakis, Alpha Distributors; Vito Somela, Capitol; Paul Southern, Columbus; Barney Schlang and Drew Calland, Local 1690, RCIA, AFL-CIO, and Tom Greco, president of the New York State Coin Machine Association.

And, Stretch Hanofee, NYSCMA; Jack Wilson, New York State Operators' Guild; Jim Tollano, president of the Music Operators of Connecticut; Al Denver, president, and Nash Gordon, managing director of the Music Operators of New York;

Bob Slifer, executive director of the National Coin Machine Distributors' Association; Bert Jacob, Claire Morano and Teddy Blatt, Associated Amusement Machine Operators of New York; Tony Catalone and Bucky Van Wyck, Rockland County Operators' Association; Al Simon, Chicago Coin, and Irv Holzman, representing Dave Simon.

Entertainment

Lou Monte, RCA Victor, and Don Rondo, Jubilee, highlighted the entertainment program. Also on the bill were Gino and Gina, Mercury; John D. Loudermilk, Columbia, and the Twins, RCA Victor.

Acting as toastmaster for the seventh consecutive year was Malcolm Wein, the association attorney. On behalf of the membership, he presented Carl Pavesi, the group's perennial president, with a U. S. Savings Bond and Mrs. Pavesi with a bouquet of roses.

WOG officers are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Lou Tartaglia, treasurer.

On the board of directors are Jim Smoth, Pete Rossano, Nathan Kadish and Harold Rosenberg.

Committee chairmen for the af-

(Continued on page 83)

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Coinmen You Know

New York

By AARON STERNFIELD

Lou Boorstein, Leslie Distributors, is chairman for the banquet of the class of 1933 of DeWitt Clinton High School. He presided at the banquet on Tuesday (6), then took an early flight the next morning for the Music Operators of New York convention in Chicago.

Delores Browne, of the Music Operators of New York, was home with a cold last week. . . . The executive committee of the United Jewish Appeal, Coin Machine Division, met at the Hotel Astor Thursday (24) to discuss plans for the annual victory banquet honoring Al Simon.

Los Angeles

By SAM ABBOTT

Charles A. Robinson, of C. A. Robinson Company; Phil Robinson, Chicago Coin Western sales representative; Jack Dolan, the Tusko Company, and Jack Simon, Simon Distributing, back from the MOA and NCMDA conventions in Chicago. While in Chicago, Charlie Robinson visited the United Manufacturing Company and Williams Company factories. . . . Band leader Russ Morgan visited the William Leuenhagen Record Center in connection with a new release which features pianist Eddie Wilser. While at Leuenhagen's, Morgan discussed record promotion with Mary and Kay Solle.

Bill Coombs, son of Preston Coombs, well-known bulk vending operator, is now following in his father's footsteps with his own route. Bill re-

cently joined the Western Vending Machine Operators' Association. . . . Ed Wilkes, of Paul A. Laymon, Inc., is still talking about the terrific party R. F. Jones Company had for its opening in San Francisco. . . . Al Vick, Compton operator, is back on the job following a two-week vacation. . . . Ray Brandenberg, LaHabra operator, shopping around coin row. . . . Carl Weber is devoting quite a bit of time to civic affairs in Kernville.

Frank Lamb, of Jud Novelty in Montebello, just returned from a fishing trip to San Felipe. . . . Carl Cline, who operates music in Indio, in town on business. . . . Gene DeVilbiss is getting set for the summer season in the Big Bear resort area. . . . Fred Luchsinger, of Needles, Calif., is visiting his daughter in Montebello. While in town he visited with Paul Laymon.

Badger Sales Company has opened its new showroom area that was converted from several offices. . . . Max Nunley and Ken Arnold, of Barstow, back on their jobs following a vacation in Death Valley. . . . Hank Tronick, of C. A. Robinson Company, has given up no smoking. . . . Ilene Bloomer and Frank Totzke, of Valley Music in Mojave, in town. . . . Bill Gordon, of Brawley Music, a buyer from that city this past week.

Denver

By BOB LATIMER

Modern Music Company, headed by Lou Shulman, has geared up for what the company feels will be a record summer season, according to reports from the Denver Tourist Information Bureau, which is handling almost twice as many applications for Colorado information as in previous years. . . . Earl Hoover, phonograph operator of Ogallala, Neb., was a guest at Mountain Distributors on April 23.

Phonograph play in Western Colorado is holding its own, reports Van Sunderland, Gunnerson, Colo., operator who was visiting Denver distributors during April. The "western slope" cities experienced something of a "recession" in late 1957 as the uranium-prospecting era which had brought thousands of prospectors into the area died down. Things are back to normal at present, Sunderland reports.

Another seldom seen Rocky Mountain phonograph operator made his appearance during April when Oscar Danielson, of Raton, N. M., made the rounds of Denver's phonograph distributors, record one-stops and electrical supply firms. . . . Reporting a stiff winter in upper Wyoming were Velma Cook, of Laramie, Wyo., and Bryan Edwards, of Douglas, Wyo., in town buying phonographs this month. Despite long, protracted periods of snow, sleet and ice on the highways, phonograph and amusement machine volume fell off only slightly.

Pueblo, Colo., operators who attended recent meetings of the Colorado Music Merchants' Association included Cliff Hall and Sam Salardino. . . . Phonograph operators in this area must do a better merchandising job on their jukes this summer, advises Pete Geritz, head of Mountain Distributors here.

In analyzing prospects for the year, Geritz is taking into account the fact that there will be more than 120 nights of greyhound racing, a similar number of night

baseball games, night quarter-horse racing at Centennial Park, plus the opening of new amusement park facilities to contend with. "There will be more competition than ever for the entertainment dollar," Geritz summed up.

Modern Dairy Service-Automatic Catering Company was purchased by Stanley Marcove, operator of Denver Vending Company, Western Vending Company, formerly operated by Marguerite Caldwell and Floyd Kimpf, announced re-incorporation. . . . Robert Yount, manager of Kwik-Kafe, has announced sale of two of the firm's routes to operators.

Boston

By CAMERON DEWAR

The first new one-stop in many years has been opened up in Boston by Jack Sager, who spent five years working at Boston Record Distributors. He has started the spot at 1022 Commonwealth Avenue, next door to Atlas Distributors, operated by Louis and Barney Blatt, who handle phonographs. Jack was astonished by the reception and says business is booming. This now makes three one-stops in town.

The music industry is buzzing with pride at the fine welcome accorded President David J. Baker and Counsel Arthur Sherman of the Music Operators' Association of Massachusetts when they told the story of the license fee fight at the Chicago MOA convention. Arthur is huddling this week with David Schechner, counsel of the New Jersey Music Operators, who are threatened with a fee of \$2,500 in a bill against juke boxes.

Dave Baker is working hard on operators' problem these days, looking like an Eastern potentate with his new beard now in shape. He flew back from Chicago in the private plane of Arthur Strahan, Greenfield operator, and even piloted the craft. Dave liked it so much his wife is afraid he might buy one for himself. He could certainly use it with all the trips he makes to talk to operator groups. They stopped for dinner and flew on to New York.

Others in the industry who made the Chicago trip were David Bond and Irwin Margold of Trimount Sales Corporation; Sidney Wolbarst, of New England Music Corporation; Russ Maudsley, of Holyoke; Ralph Ridgeway, of Springfield, and Johnny Casey, of Boston. All considered the sessions highly valuable and were inspired by much that went on.

Edward Ravreby and Richard Mandell, of Associated Amusements, are busy settling down into their new quarters after a hectic moving day. The new place is at 391 Cambridge Street, still in Allston, only a short distance away from the location on Rugg Road. . . . Louis Blatt, of Atlas Distributors, spending most of his time in the office these days with Barney still confined to his home, but hopes to get a chance to dash up to his fishing spot at New Found Lake, N. H., now that the weather is warming up. . . . Taking advantage of the good weather is Ben Ross, Graybar Vending Company, Jamaica Plain.

Ben's new power boat, which he insists isn't as fabulous as some would believe, is in the water and doing yeo-

Ops Urge Route Upgrading

• Continued from page 71

year for juke box operating, but not as good as 1957 due to more people being unemployed this year."

The views of Lew Ptacek, president of Bird Music Company, Inc., of Manhattan, Kan., are even more revealing in suggesting the hard job ahead for conscientious music operators this year:

"This year may not be too profitable a year, but it should give us an indication of where our expense can be cut thru new operating techniques and shortcuts. The proper programming of records can increase the income as can improved location and customer relations. These adjustments pave the way to a more profitable and secure future."

John (Red) Wallace, head of Wallace & Wallace Music, Inc., Oak Hill, W. Va., also makes plain that juke box gross income is down in his area and that the operator's job this year is all cut out for him:

"In our area juke box gross income is only off 7 per cent the first three months of 1958 from 1957, but that does not show an accurate percentage in regard to net operation costs since many operators' costs are much higher than in the first quarter of 1957. The operator in 1958 will need to closely watch his operational costs—such as low-increase locations, extra calls on routes and programming so that he is selling music in each particular location."

J. Leonard Barnes, head of the music company bearing his name headquartered in Selma, Ala., believes that this year should be "fairly good" because of a pick-up in construction work. But he points out that the first quarter has not been good because of a combination of local and national factors. "Weather has been extremely bad for the Southland. This has idled a lot of wage earners in outside work. The factories have been running part time and recession talk has been the order of the day. Because of these factors, I have about a dozen locations that have gone out of business."

try, Howard Ellis, head of Coin A Matic, Inc., of Omaha, touches on new construction work as the primary reason he gives for believing 1958 will be a good year. Further, he states, "the music business has held up very well for the last six months" and because of these two factors, he believes the year will be good.

Ellis mentions another reason that Omaha operators feel may help them in promoting juke box play. "The Omaha Music Operators Association. . . are sponsoring a one-half hour disk jockey show over radio station KOIL. The commercials emphasize the quality of today's coin-operated phonographs. . . . Because we believe the future looks good, we feel that we should do everything possible to make it even better."

Balanced against this optimistic outlook is that voiced by Willie Blatt, of Supreme Distributors, Inc., a Miami operator: "Conditions being what they are and the living costs constantly going up, we can expect very little to trickle out of the workingman's pockets into the juke boxes. Equipment, parts, labor and all other overhead expenses keep going up. We are now

man service for Ben and his friends in the better fishing areas around the shoreline south of Boston. Ben says there's nothing like it after a busy week on the route.

Israel Spector, of Capitol Music Company, also taking time for a bit of relaxation on the golf course.

(Continued on page 81)

in a position where we must find additional income because we already operate at dime play and cannot depend on miracles to take care of our high costs of operation."

Blatt also hits at the problems created for the operator by the periodic introduction of new equipment, and the pressure this causes at the distributor level to move the machines:

"Adding to the juke box operator's troubles is the usual cycle of the manufacturer continually turning out more and more and higher-priced equipment. The distributor, in order to keep his franchise, uses every possible means to dispose of these machines, the net result being that operators are saddled with more and higher payments than he can properly take care of. As a result of the steady movement of new equipment onto locations, top machines are being placed in secondary locations at unprofitable rates of income."

Farm prices and railroad and factory employment will largely determine for Fred Weale, of Weale & Company, Farina, Ill., whether 1958 will be a good year. However, he points out that net income for the past eight years has shown steady decreases because of the increase in costs, without a corresponding increase in grosses to make up for it. In addition, he points out, he is still operating on nickel play because of "new competition setting out new equipment at 5 cents." Weale also charges that his margin will be narrower because of 200-selection machines on which "record costs are doubled." "Maintenance on more complicated equipment is increased and more service is necessary due to poor factory assembly."

Specific conditions encountered locally account for the operators' views of what 1958 holds in store for them. But in general, even the optimistic hedge their arguments, the pessimistic firmly document theirs. The most important fact suggested by both points of view: Operators must recognize the seriousness of the general economic picture and take steps during the year to improve their operating base.

More Ark. Ops

• Continued from page 71

Delores Bokker, Bokker Amusement Company, Bill Poland, Poland Amusement Company, Wayne Cartiller and Lloyd Barber, B & C Amusement Company, N. E. Adams, Adams Amusement Company.

Also: M. L. Armstrong, Armstrong Amusement Company, Brinkley; Edward Schubach, Helena Amusement Company, Helena; Olan Jackson, Jackson Amusement Company, Brinkley; Nathan Wheelless, Service Amusement Company, Jonesboro.

George Sammons, president of Sammons-Pennington Company, Memphis, a phonograph distributor who has been working with Mississippi and Arkansas operators in the past several years on dime conversion, addressed an operator meeting last month on dime play.

Sammons told the group how a public relations campaign was conducted successfully in other areas going to dime play. He also cited the need for the change because of the tremendous rise in operating costs since the end of World War II.

Sammons has been successful in getting a major part of Arkansas operators to convert to dime play in the past three years. After Sammons has spoken to operator meetings, operators at Little Rock, Hot Springs, Pine Bluff and other cities made the change-over.

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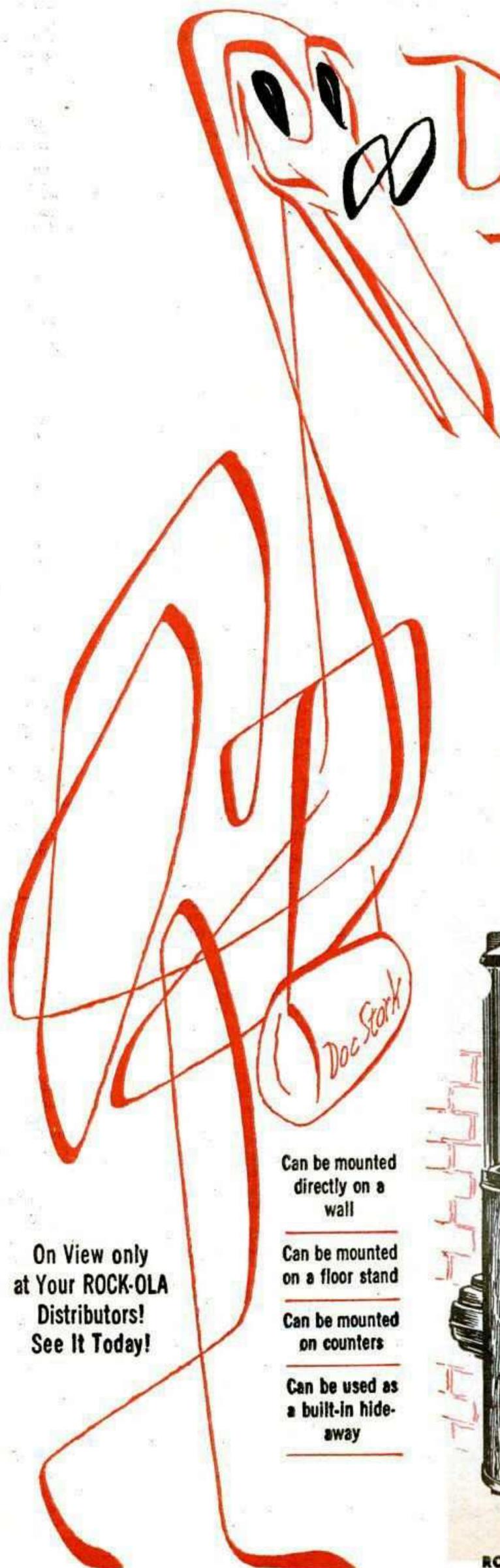
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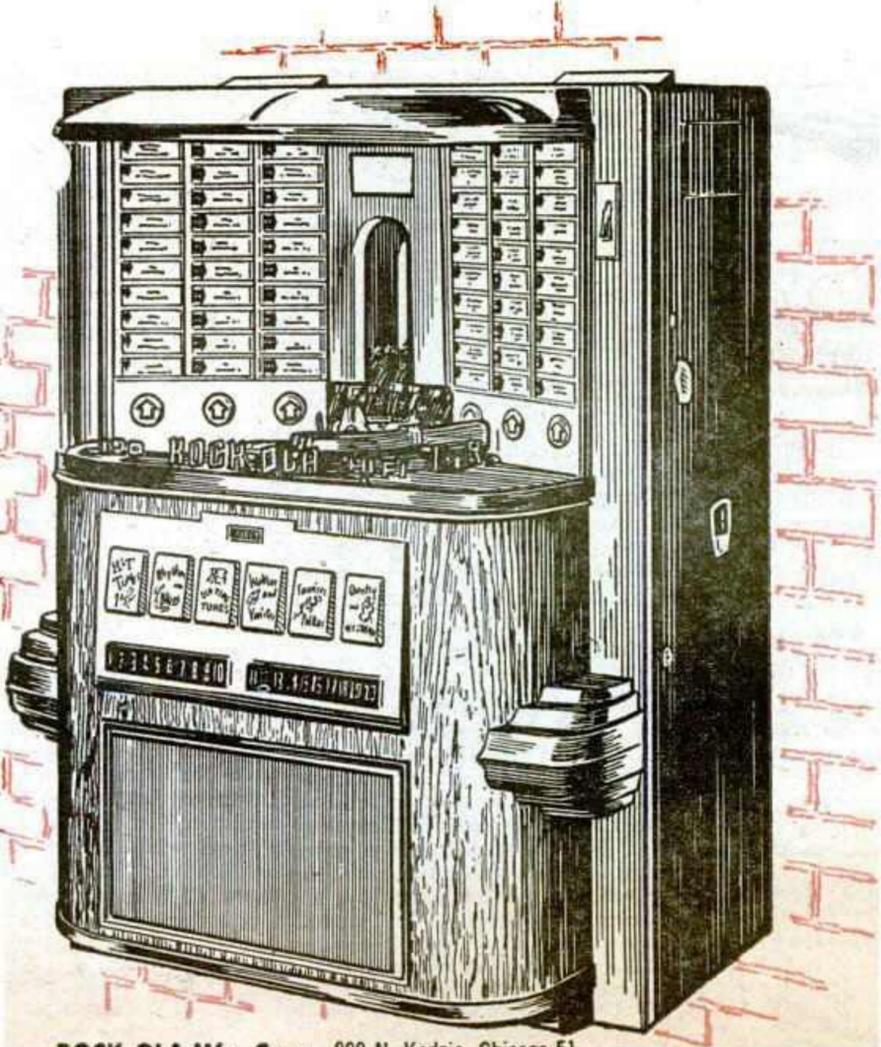
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Chicago Ops Stifled By Licensing Clamp

City on Warpath Against Games Lacking Metal Tags; Ops Claim System to Blame

By KEN KNAUF

CHICAGO — Game operators here feel that they are being harassed by a city government bent on enforcing the letter of the law.

The law in this case is an ancient ordinance which indiscriminately outlaws all games played with balls and having ball pockets whether they be designed for pure amusement.

The law, in this case, is also a licensing ordinance which sets an annual \$25 fee on each game on location, whether it is put into operation in January or in December. The operator who buys a new game in December and puts it on location, must, by law, purchase a \$25 license immediately, and then buy a new \$25 license again in January for the "new year."

Such is the letter of the law. A full complement of 50 inspectors of the city collector's office, support-

ed by a large detail of city policemen, are busy enforcing it.

'Spirit' Versus 'Letter'

What is the spirit of the law? According to William T. Prendergast, city collector, the law aims at keeping any game which lends itself to gambling off city locations. This, however, apparently is of minor concern to inspecting policemen, some of whom, according to operators, don't know where to look for the serial number on machines, much less know a regular model from a match-play model.

Prendergast is fully aware of the problems brought to operators by the stiff licensing regulations. He feels that a change in the system might solve many of the operators' troubles, and some of the troubles of his office. But he must, of course, enforce the law as it stands.

Prendergast and his men must keep a check not only on coin machine licenses, but on licenses for sundry other city-taxed enterprises. "Two things give us the most trouble," he remarked, "cigarettes, and coin-operated amusement machines."

The city collector feels that operators would be best advised to get together with city officials and frame a new licensing ordinance. He said that such an ordinance had been proposed by operators at an earlier date, but that they did not follow thru with it.

One suggestion most operators (Continued on page 80)

Joe Ash Forms 'Game-of-Mth.' Coin Mach. Club

PHILADELPHIA — Joe Ash, head of the Active Amusement Machines Company here, has taken a leaf from the publishing industry and launched a "Game-of-the-Month" plan for used coin machines.

Members are notified each month as to the game selection. Price is determined by taking the lowest advertised trade journal price on the particular game and offering the unit at a figure below that price.

The operator may pass up the monthly selection, or he may buy as many units as are available; he is not obligated either way.

In addition, a monthly drawing will be held and one club member will be given a free game. Any recognized operator may join the club by requesting so on company stationery.

PIN CONVERTS, CHANGES WAYS

OKLAHOMA CITY — Even a pinball game can turn over a new leaf.

One such "conversion" was accomplished at Salvation Army headquarters here.

Captain Rudolph Lanier converted the game to blink a series of lights on a map to show hometowns of youth delegates attending a conference here. The pinball also flashed a welcome sign.

EDITORIAL

Chicago's Game Code

Chicago game operators and city officials would both stand to profit—in terms of dollars and sense—by coming to an understanding about amusement game operations and licensing regulations.

The city's dated Bagatelle Ordinance—so outmoded that few remember what the word "bagatelle" means—is a horse and buggy code that fails to keep in step with the times.

The game business is a trade based on novelty appeal. Progressive operators know that old games must be replaced with new, and new games frequently moved from one spot to another to realize maximum profits.

But the city puts a clamp on such progressive enterprise by requiring an annual \$25 license on each machine put on location and a new license beginning in January of each year.

Thus a operator who wants to make the most of the busy fall season by purchasing new equipment or moving machines around, is faced with the headaches and red tape involved in buying licenses for the same machines twice within a few months' time. Needless to say, many operators understandably try to get by without licenses.

The Bagatelle Ordinance also rules out any game played with a ball and which has ball pockets, unjustly outlawing such purely amusement machines as the coin-operated baseball game, legal and popular in most other cities thruout the nation.

A new, more equitable ordinance relating to both licensing and game legality is justly demanded. Without such an ordinance, operators are sure to continue to feel harassed and city officials are sure to continue to feel hoodwinked.

Knoss Charges Teamsters With Illegal Pickets

NEW YORK — Ray Knoss, local game and music operator, has filed for an injunction against Local 266 of the International Brotherhood of Teamsters, charging that the local picketed his locations illegally. Also named as a defendant in the action is the Joint Teamster Council, the organization which has jurisdiction over all teamster locals in the area.

According to Knoss, the teamster local picketed about a dozen of his locations which were serviced by members of Local 1690, Retail Clerks International Association.

Knoss claims that the pickets carried signs proclaiming the games on the locations were not serviced by members of Local 266.

No Labor Dispute

But Knoss produced evidence which showed that all coin-operated equipment on the location was serviced by union members and that no labor dispute existed. The action was brought in New York Supreme Court last week, but the hearing was postponed. In the meanwhile Local 266 has withdrawn its pickets from Knoss' locations.

Ops Sue Location In Alleged Game Contract Breach

NEW HAVEN, Conn. — The owner of a Wallingford, Conn., restaurant has been named defendant in a \$10,000 damage suit filed in New Haven Superior Court over an alleged breach of contract involving amusement game machines at the premises.

The Arnold Amusement Company, New Haven, has brought suit against Ralph Desapio, operating the Ralph Sandwich Shop on Colony Road, Wallingford. Nicholas Alberino and Joseph Stano, both of New Haven, are co-plaintiffs, doing business as Arnold Amusement Company, according to the complaint.

The action contends that on (Continued on page 78)

DATES FROM 14TH CENTURY

Shuffleboard—One of Few Popular Games to Survive Test of Time

The following short history of the game of shuffleboard is a digest of a copyrighted article by the National Shuffleboard Company, Orange, N. J., a leading producer of shuffleboards.

THE GAME of shuffleboard, popular today as a coin-operated game, first began to be played in England in the late 1300's. The English made it popular right from the start.

It was originally played on hard, dirt-packed floors with pieces of wood or metal for weights. These were shoved or flung along the floor toward a roughly drawn line within the confines of a crudely drawn court.

In a primitive way, this early game bore a number of resemblances to the shipboard version of

the game, which came into prominence many centuries later.

A number of nobles, watching the common people playing the game but unwilling to soil their hands and dignity by playing on the ground, soon hit on the idea of playing on a table top, with coins for weights. It is still played in this way to this day in village pubs in Dorset, Devon and remote parts of the west country in England. The long dining tables of the great halls made excellent playing tables.

Royal Edict Unheeded

But the aristocrats were not of a mind to share their favorite games with the commoners, and by 1488 they had a royal edict passed forbidding anyone from playing shuffleboard. The law was little heeded.

Shuffleboard continued to flourish, played secretly by commoners and openly by the aristocracy with whom it became more and more fashionable. A measure of its spread and attraction is afforded by the story told regarding the gallant Earl of Kildare. In 1527, when the warrant arrived at the Tower of London for the Earl's execution, that sporting soldier was playing with the lieutenant at shuffleboard. Waving the official papers aside impatiently, the lordly Earl indicated in choice language that a life was just a life, but a good shot at shuffleboard was not to be interfered with.

The irresistible attraction of the game was such that in 1541 it ran

into unexpected difficulties with the National Defense program of the day. It seems that so many people had been devoting their time to playing shuffleboard instead of practicing their archery that a petition came in to King Henry VIII asking him to bar the game.

Despite all these setbacks, by the last years of the 1500's shuffleboard had become a very important national pastime. The residences of the nobility and the mansions of the wealthy were not thought to be complete without a shuffleboard table—and this fashionable piece of furniture was usually stationed in the great hall.

The great Shakespeare enjoyed (Continued on page 79)

H. Morris Named By N. Y. Mechanics

NEW YORK — Harold Morris this week was elected president of the newly organized Coin Machine Mechanics' Association. The group consists of the 25 independent mechanics who service 8,000 amusement, music and vending machines in the New York area.

Other officers named were C. J. Terranova, vice-president; Abe Weisberg, secretary; Phil Kaplan, treasurer; Joe Hochberg, sergeant-at-arms, and George Kolibash and Al Cornaccio, directors.

The group holds its next meeting June 24.

Spring Ups Output: 40 Models for 1958

No One Type Game Dominant; Bowlers, Five-Ball Pins, Novelty Machines Strong

CHICAGO — Coin game manufacturers introduced a host of new products in the past few months, hiking the total new models bowed this year to 40.

Manufacturers are customarily quick with new game model intro-

ductions in the spring, then generally slack off in the summer months. At least, this has been the pattern over the past three years.

Even the big pool game boom, which began in 1955, didn't start until late August, and hit its top stride the following spring.

This year's introductions are on an even par with last year's first five months, and with 1955's, but are far behind the first five months of 1956, which carried the pool game boom.

Bowlers Varied

Five-ball pin games and bowling games lead among the standard types of models, altho the bowling games represent at least four distinct types. Manufacturers have booked seven five-ball pins and nine bowling game models. The novelty machine crop as a group, however, is pacing introductions, with nine machines introduced. Among them are ney-type puck games, driver machines, horoscopes and other varied types, some designed mainly for Arcade use.

Rounding out the 1958 total to date are four baseball models—a relatively big number for this type of game—three pool models, two guns, two in-line pinballs, one (Continued on page 78)

Town to Sweep All Games Aside

BEVERLY, Mass.—A drive was started last week against store owners who have kept shuffleboards and bowling machines on their premises after having been refused licenses by the aldermen the week before. This Essex County town is part of a wide area where pinball machines were outlawed some months ago.

Police Chief Edward Aucone has assigned an officer to tour the 18 locations and summons any of the storekeepers who refuse to abide by the final removal order. The owners will be asked to show cause why a complaint should not be issued against them after the alleged refusal to obey the order against automatic amusement devices.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of May 19, 1958)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	\$150.00	\$150.00	\$150.00
Model D-80 (51) 40 sel., 78 RPM	295.00	250.00
Model E-40 (53) 40 sel., 78 RPM	225.00	195.00	225.00
Model E-80 (53) 80 sel., 45 RPM	325.00	220.00	295.00
Model E-120 (53) 120 sel., 45 RPM	395.00	345.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	525.00	495.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1432 (50-51) 50 sel., 78 RPM	149.00	149.00	149.00
1432 Rocket	95.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	145.00	119.00	139.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	149.00	139.00	139.00
1436 A- (53) 120 sel., 45 RPM	199.00	190.00	199.00
1438 (54) 120 sel., 45 RPM	350.00	295.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	495.00	450.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100 Hideaway (9/49)	\$189.00	\$145.00	\$145.00
M-100-A (9/49) 100 sel., 78 RPM	245.00	145.00
M-100-B (10/50) 100 sel., 45 RPM	395.00	375.00
M-100-C (5/52) 100 sel., 45 RPM	495.00	450.00
HF-100-G (9/53) 100 sel., 45 RPM	595.00	595.00	595.00
HF-100-R	695.00	645.00
100-W (9/53)	575.00	495.00	525.00
M-100-G	595.00	525.00	595.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	49.00	49.00	49.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	99.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	100.00	65.00	80.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	295.00	100.00	145.00
1550 (52) 104 sel., 45-78 RPM Mix	150.00	139.00	145.00
1550-A (53) 104 sel., 45-78 RPM Mix	295.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM	235.00	235.00	235.00
1600-A (54) 48 sel., 45 or 78 RPM	200.00	200.00	200.00
1650 (53) 48 sel., 45 RPM	345.00	235.00	239.00
1650-A (54) 48 sel., 45 RPM	325.00	325.00	325.00
1700 (54) 104 sel., 45 RPM	550.00	475.00
1800 (2/55) (W)	675.00	525.00

PINBALL GAMES

BALLY			
Atlantic City (5/52)	\$ 30.00	\$ 30.00	\$ 30.00
Beach Beauty (1/55)	175.00	125.00	140.00
Beach Club (2/53)	55.00	40.00	45.00
Beauty (11/52)	65.00	35.00	60.00
Big Time (1/55)	135.00	75.00	115.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	145.00	145.00
Broadway (12/55)	195.00	150.00	170.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	50.00	35.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	75.00	45.00	70.00
Gaytime (6/55)	120.00	75.00	115.00
Hi-Fi (6/54)	55.00	50.00	50.00
Ice Frolics (1/54)	55.00	50.00	50.00
Miami Beach (9/55)	125.00	90.00	115.00

	High	Low	Mean Avg.
Nite Club (3/56)	\$235.00	\$175.00	\$185.00
Palm Beach (7/52)	55.00	30.00	40.00
Palm Springs (11/52)	65.00	45.00	50.00
Spot Lite (1/52)	75.00	25.00	65.00
Surf Club (3/54)	95.00	50.00	50.00
Variety (9/54)	85.00	65.00	75.00
Yacht Club (6/53)	50.00	30.00	35.00
CHICAGO COIN			
Basketball Champ (10/49)	\$195.00	\$ 75.00	\$120.00
Home Run	95.00	95.00	95.00
Tahiti (10/49)	75.00	75.00	75.00
EVANS			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
GENCO			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
Invader (3/54)	75.00	70.00	75.00
GOTTLIEB			
Arabian Knights (11/53)	\$100.00	\$100.00	\$100.00
Auto Race (9/56)	220.00	195.00	195.00
Basketball (10/49)	175.00	175.00	175.00
Bowlette (2/50)	245.00	245.00	245.00
Chinatown (10/52)	75.00	75.00	75.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	175.00	210.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	50.00	45.00	45.00
Crossroads (5/52)	75.00	75.00	75.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	65.00	119.00
Derby Day (4/56)	185.00	160.00	175.00
Diamond Lill (12/54)	125.00	119.00	120.00
Dragonette (6/54)	160.00	150.00	160.00
Duette (3/55)	175.00	35.00	135.00
Duette Deluxe (4/55)	179.00	179.00	179.00
Flying High (2/53)	65.00	40.00	40.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	155.00	100.00	150.00
Gold Star (8/54)	150.00	114.00	125.00
Grand Slam (4/53)	49.00	49.00	49.00
Green Pastures (1/54)	95.00	50.00	60.00
Gyps & Dolls (5/53)	95.00	85.00	85.00
Gypsy Queen (2/55)	175.00	120.00	150.00
Happy Days (7/52)	50.00	50.00	50.00
Harbor Lites (2/56)	175.00	145.00	155.00
Hawaiian Beauty (5/54)	110.00	110.00	110.00
Hawaiian Beauty (5/54)	115.00	115.00	115.00
Hit 'N' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	99.00	125.00
Jubilee (5/55)	250.00	244.00	244.00
Jumbo (10/54)	275.00	225.00	255.00
Marathon (10/55)	275.00	165.00	209.00
Lady Luck (9/54)	145.00	120.00	145.00
Lovely Lucy (2/54)	115.00	115.00	115.00
Marble Queen (6/53)	69.00	69.00	69.00
Mystic Marvel (3/54)	125.00	95.00	110.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	69.00	85.00
Poker Face (8/53)	165.00	75.00	105.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	40.00	95.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	325.00	155.00	195.00
Sea-Belles (8/56)	275.00	225.00	265.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	175.00	175.00
Southern Belle (6/55)	175.00	135.00	175.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	190.00	125.00	160.00
Sweet Add-A-Line (7/55)	175.00	125.00	175.00
Toreador (6/56)	275.00	170.00	210.00
Tournament (8/55)	225.00	165.00	185.00
Twin Bill (1/55)	145.00	125.00	134.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	125.00	165.00

UNITED			
Caban (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	245.00	90.00	120.00
Circus (8/52)	395.00	60.00	295.00
Havana (2/54)	45.00	25.00	25.00
Hawaii (6/54)	45.00	25.00	25.00
Manhattan (4/55)	80.00	50.00	75.00
Mexico (3/54)	50.00	25.00	25.00
Nevada (8/54)	75.00	25.00	45.00
Pixie (9/55)	125.00	55.00	75.00
Rio (11/53)	55.00	25.00	30.00
Singapore (10/54)	55.00	25.00	50.00
Stardust (4/56)	145.00	90.00	115.00
Starlet (11/55)	125.00	85.00	95.00
Stars (6/52)	35.00	35.00	35.00

	High	Low	Mean Avg.
Tahiti (8/53)	\$ 30.00	\$ 30.00	\$ 30.00
Triple Play (8/55)	85.00	55.00	55.00
Tropicana (1/55)	65.00	60.00	60.00
Tropics (7/55)	35.00	30.00	35.00
WILLIAMS			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	115.00	115.00
C.O.D. (9/53)	80.00	59.00	59.00
Colors (11/54)	135.00	110.00	135.00
Daffy Derby (8/54)	75.00	75.00	75.00
Dealer '21' (2/54)	34.00	34.00	34.00
Deluxe Baseball	125.00	75.00	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Dreamy (2/50)	135.00	110.00	135.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (1/52)	40.00	40.00	40.00
Fairway (6/53)	59.00	59.00	59.00
Grand Champion (8/53)	60.00	35.00	49.00
Gun Club (11/53)	90.00	40.00	90.00
Hayburner (6/51)	50.00	50.00	50.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	175.00	175.00	175.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	125.00	125.00	125.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	100.00	75.00	75.00
Peter Pan (4/55)	145.00	110.00	145.00
Quarterback (10/49)	175.00	175.00	175.00
Race the Clock (1/55)	165.00	75.00	145.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	210.00	210.00	210.00
Regatta (10/55)	150.00	125.00	145.00
Screamo (4/54)	75.00	59.00	59.00
Sea Jockeys (11/51)	225.00	225.00	225.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	55.00	55.00	55.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	135.00	115.00	115.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggy (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	55.00	55.00	55.00
Thunderbird (5/54)	118.00	110.00	110.00
Three Deuces (8/55)	165.00	125.00	165.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	135.00	135.00	135.00

SH

	High	Low	Mean Avg.
Fireball (CC) (11/54) ..	\$145.00	\$125.00	\$125.00
Flash (CC) (9/54)	175.00	175.00	175.00
8 Player (GE) (9/51) ..	85.00	50.00	50.00
Gold Cup (CC) (7/53) ..	155.00	75.00	115.00
Gold Medal (B) (3/55) ..	185.00	185.00	185.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	215.00	175.00	215.00
Hollywood (CC) (5/55) ..	230.00	195.00	225.00
Imperial (U) (9/53)	85.00	60.00	60.00
Jet Bowler (B) (8/54) ..	75.00	75.00	75.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54) ..	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	145.00	145.00	145.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	145.00	145.00	145.00
Manhattan 10 Frame (United)	85.00	85.00	85.00
Mars (U) (1/55)	190.00	145.00	145.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (GE) (2/54) ..	60.00	60.00	60.00
Mercury (U) (12/54)	125.00	125.00	125.00
Mystic Bowler (B) (12/54) ..	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54) ..	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	75.00	75.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53) ..	85.00	149.50	50.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	175.00	175.00	175.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55) ..	245.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51) ..	85.00	30.00	60.00
Shuffle Alley 6 Player (K) ..	85.00	45.00	55.00
Shuffle Alley 10 Player (K) ..	95.00	50.00	60.00
Shuffle Alley 11th Frame ..	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	225.00
Shuffle Pool (Go) (11/53) ..	75.00	50.00	50.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U) ..	75.00	55.00	70.00
Speedlane Bowler (K)	185.00	185.00	185.00
Star, 5 Player (U) (7/52) ..	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	75.00	75.00	75.00
Starlite (CC) (5/54)	150.00	125.00	125.00
Super Bonus Deluxe (U) ..	225.00	225.00	225.00
Super Frame (CC) (5/54) ..	125.00	95.00	95.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	125.00	95.00	95.00
Targette Deluxe (U) (8/54) ..	320.00	95.00	195.00
Team Bowler (U) (1/54)	95.00	95.00	95.00
Team Bowler (K) (10/52) ..	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC) ..	95.00	40.00	60.00
Thunderbolt (CC)	250.00	155.00	185.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC) ..	210.00	175.00	175.00
Venus Deluxe (U) (3/55) ..	350.00	225.00	275.00
Victory Bowler (B) (5/54) ..	295.00	145.00	195.00

	High	Low	Mean Avg.
Venus Bowler	\$145.00	\$145.00	\$145.00
Yankees (U)	145.00	145.00	145.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; EV—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Rovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

AA Gun (K) (48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/45) ..	30.00	25.00	25.00
Air Football	245.00	245.00	245.00
Air Hockey	175.00	95.00	175.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	100.00	100.00	100.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	75.00	125.00
Auto Photo (AP)	1595.00	1595.00	1595.00
Balloonamat Capitol P (1/55)	195.00	195.00	195.00
Baseball (Sc)	95.00	95.00	95.00
Baseball, 2 Player (G)	175.00	175.00	175.00
Basketball (G)	225.00	100.00	185.00
Basketball (CC)	175.00	95.00	175.00
Basketball Champ (CC) ..	125.00	125.00	125.00
Bat-A-Score (EV) (8/48) ..	100.00	90.00	95.00
Bat-A-Score, Sr. (EV) (8/48)	95.00	95.00	95.00
Bert Lane Merry-Go-Round ..	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	130.00	130.00	130.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	175.00	225.00
Bingo Roll	95.00	35.00	95.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	215.00	165.00	215.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54) ..	165.00	65.00	145.00
Carousel (Se) (11/54)	325.00	325.00	325.00
Champion Baseball (G)	175.00	150.00	175.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	135.00	135.00	135.00
Coon Hunt (S) (2/54)	145.00	75.00	145.00
Dale Gun (Ex)	85.00	25.00	50.00
Defender (B) ('40)	150.00	125.00	125.00
Derby (Exhibit)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/53)	125.00	125.00	125.00
Drivemobile (M) (7/54) ..	158.00	125.00	150.00
500-Shooting Gallery (Ex) (3/55)	110.00	100.00	100.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50) ..	150.00	49.00	95.00
Football (M)	175.00	175.00	175.00
Goalee (CC) (1/46)	110.00	110.00	110.00
Gun Patrol (Ex) (5/51) ..	95.00	65.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	195.00	195.00	195.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	65.00	65.00	65.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jack Rabbit (Amusement) ('46) ..	125.00	125.00	125.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54) ..	195.00	100.00	195.00
Jet Gun (Ex) (12/51)	110.00	75.00	110.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	135.00	135.00	135.00
Kicker & Catchers	52.50	52.50	52.50
K. O. Fighter	150.00	150.00	150.00
Lite League (W) (2/54) ..	125.00	125.00	125.00

	High	Low	Mean Avg.
Lord's Prayer (M) (6/56) ..	\$195.00	\$195.00	\$195.00
Lovemeter (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper ..	25.00	25.00	25.00
Midget Movies (CC)	175.00	95.00	125.00
Midget Racer (B) (11/56) ..	250.00	75.00	250.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	295.00	325.00
Pennant Baseball (W)	115.00	100.00	115.00
Periscope (CC)	95.00	95.00	95.00
Photomatic (M) (1/50) ..	350.00	250.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	65.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat's (S)	195.00	125.00	195.00
Polar Hunt (W)	295.00	210.00	210.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55) ..	195.00	85.00	125.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ..	195.00	95.00	150.00
Round the World Trainer (CC) (10/53) ..	345.00	345.00	345.00
Royal Mustang Horse	275.00	275.00	275.00
Safari (W) (2/54)	225.00	175.00	215.00
Set Shot Basketball (Munves) (6/52)	250.00	250.00	250.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	75.00	100.00
Silver Bullets (Ex) (11/49)	95.00	95.00	95.00
Silver Gloves (M)	175.00	145.00	175.00
Six Shooter (Ex)	95.00	75.00	95.00
S K Grip Vue	30.00	20.00	20.00
Skee Ball (W) (8/36)	245.00	245.00	245.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	210.00	195.00	210.00
Smiley (Pioneer) (8/46) ..	525.00	495.00	495.00
Space Gun (Ex)	95.00	95.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	200.00	125.00	150.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	150.00	145.00	150.00
Sportsman (K) (11/54)	195.00	150.00	195.00
Standard Metal Typer, F. S. ..	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	120.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-a-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	125.00	95.00	125.00
Super Home Run (CC) (3/54)	125.00	95.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	100.00	75.00	100.00
Super Slugger (U) (7/55) ..	275.00	245.00	275.00
Telequiz (1/49) (T)	100.00	50.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53) ..	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55) ..	325.00	195.00	225.00
Trigger Horse (E) (7/53) ..	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	325.00	245.00	250.00
Wild West (G) (2/55)	250.00	245.00	250.00
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51) ..	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

CUT WALLBOX COSTS with Irving Kaye's MELODY TOWER!



Eliminates the need for many wall-boxes! Highly styled and welcome in even the top locations. Two decorator colors, White-Gold and Black-Gold. Wonderful sounding Jensen 10" Hi-Fi Speaker and 5 level volume control feature. Beige and Gold grill cloth—brilliant fluorescent illumination. Compact size: 40x26x18. Matches all juke box models. Constant voltage, 8 and 500 Ohm lines. Perfect for hideaway units.

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Spring Ups Output of Games

Continued from page 76

shuffleboard and three new kiddie ride models.

Among the bowling models are three ball bowlers, three compact gun-type bowlers, two compact manikin-type bowlers and one shuffle bowler.

With no one type of game monopolizing production lines, prospects are that manufacturers will continue to experiment with new types of games and new versions of standard games in the coming months.

Baseball Boom

Over the past few months manufacturers seemed to be on a baseball game kick, but this was expected to level off, as it is considered by most as a seasonal type machine.

Pinballs usually make up the majority of new game introductions during the summer months. Five-ball pins, in particular, are produced on a steady basis thru most of the year.

Prospects are that still more different types of bowling games may be bowed thru the summer, with none of the current types creating a steady volume demand from the

market. However, ball bowlers, shuffle bowlers and more of the new compact bowlers of various types are sure to keep coming, the most probably at a reduced volume.

Ops Sue Location

Continued from page 76

February 20, 1957, the parties entered into a contract under which the New Haven men agreed to install, operate and service for five years certain coin-operated machines at the defendant's place of business.

The plaintiffs agreed to pay the restaurant owner a commission of 50 per cent of sales made thru the amusement game machines, it is alleged. The contract, moreover, provided that the defendant would not permit similar competing devices to be installed at the premises during the contract period, the complaint adds. The defendant also agreed to pay for any damage to the machines.

Ops Complied

Alberino and Stano said they complied with their contractual ob-

ligations and were receiving \$30 a week from sales.

The defendant is charged with having breached the agreement on September 1, 1957, by permitting installation of competing devices.

The action asserts that the defendant removed the plaintiff's machines from the premises. According to the complaint, the amusement company owners will lose \$7,280 in commissions because of the contract breach.

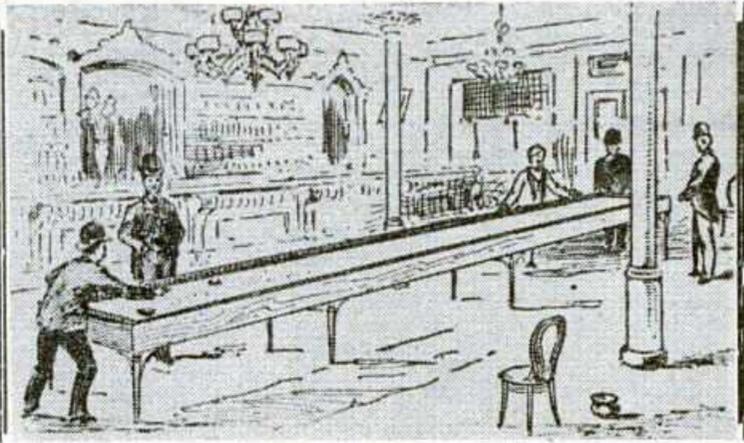
The complaint asks for attorney's fees and collection costs in the suit as provided for by contract if legal

R. I. Seeks Probe Of Pin Machines

PROVIDENCE — The Rhode Island House of Representatives has passed a bill requesting that the attorney-general's office investigate the use of coin-operated devices in Newport.

The measure referred to reports that "the licensing of coin-operated pinball machines has been violated and abused" and that "unnamed persons were receiving gratuities in various amounts up to \$200 with the public use of these machines by school children."

The measure added that Newport residents are confused by a "series of events relating to the suppressing of alleged abuses" and that the machines are commonly being used as gambling devices.



MODERN SHUFFLEBOARD IN THE U. S. dates from the post-Civil War period. By 1889, pictures show groups of men playing on long, narrow wooden tables with sanded tops. This picture is circa 1880's.

Shuffle Survives Time Test

Continued from page 76

the game very often and the same board on which the Bard used to play at the Falcon Inn at Stratford-on-Avon can now be seen in his Birthplace Museum. Shakespeare mentions the game occasionally in his plays.

During the relatively liberal reign of Queen Elizabeth, many games, including shuffleboard, had acquired a specious title to common law legality as the result of conflict between the lawyers and the crown. But by 1664 the absolutist Charles II, momentarily victorious over the Puritans, was exercising his authority again, and shuffleboard found itself once more officially banned.

All the attempts to suppress the populace's instinct for fun and play were doomed to failure, however. It is certainly true that the general pastimes of Londoners in 1720 were a remarkable lot. Such diverse games as cockfighting, bear-baiting, football, wrestling and cricket gave vent to the explosive physical feeling of the citizenry. In addition, the more gentle games of nine-pins, quoits, and shuffleboard remained for those who did not insist on mayhem as part of their amusement.

For the next hundred years the game was played by all classes of the population with zeal. The physical length of the board had been creeping ahead all the time and one man writes, "I have seen a shovelboard table . . . in Benjamin Street, near Clerkwellgreen, which was about 39 feet, two inches in length, and said to be the longest at this time in London."

Billiards Competition

But a new rival for the nobility's favor, billiards, began to pose as a weighty rival of shuffleboard. After almost four centuries as one of the most fashionable games in Britain, the main center of interest in shuffleboard shifted to the United States.

In the early American colonial days the common welfare in those difficult and perilous times could not permit any carefree spending of time. The ruling powers, therefore, whether in North or South, Puritan or Anglican, found it necessary to adopt the strictest regulations to enforce works and prohibit amusements.

As conditions of life grew somewhat easier, however, and the colonies became more firmly established, the settlers were generally permitted to make the most of whatever opportunities for recreation existed—and shuffleboard promptly became prominent again.

In New York in 1742 an ordinance was passed to regulate, rather than ban, the play of shuffleboard—showing that the game was widespread and quite popular.

Taverns or inns became the social centers of the day and were to be found everywhere from Maine to Georgia—in the towns, on the traveled roads and at the ferry landings. These not only offered accommodations for men and beast but frequently served

also for council and assembly meetings, social gatherings and preaching.

Many of these inns had shuffleboards—alho the games were by no means confined to public resorts.

Becomes Family Game

During the early 1800's shuffleboard was extensively popular on the Eastern Seaboard and by the middle of the century had indeed become quite a family game, considered completely respectable.

Modern shuffleboard in this country dates from the post-Civil War period. By 1889, for instance, pictures show groups of men playing on long, narrow wooden tables with sanded tops. The Spalding Company's famous rules books were also carrying descriptions of how to play the sport.

"The game quickly spread from coast to coast and an article in the San Francisco Call of November 29, 1909, reported a "Shuffleboard tournament for the beautiful trophy offered by Tom Corbett." City-wide tournaments were also held there in 1910 and 1912.

Interesting too, is the report released by the U. S. Bureau of American Ethnology in 1902. One of their scientists had reported that "a game played on the ice, like shuffleboard, has been observed among the Dakota Indians." The Indians had obviously picked up the game from the white men thru watching it played in frontier posts or Army encampments, and made it their own.

Variations Bloom

In the 1870's a shipboard version was born on the Great P.&O. ocean lines sailing between England and Australia, and in 1913 still another variation of the game began to be played on the hard-packed sand of Daytona Beach, Fla. This was really a reversion—for this was practically the way the game had been played in England some 600 years before.

The vast rehabilitation programs set in motion during World War II and immediately thereafter, for veterans, found in table shuffleboard an excellent recreational medium. Shuffleboard today is one of the recreations most often recommended by Army and Navy doctors.

There are some 50,000 indoor boards in the U. S. alone, and while this country is the center of play, there are also leagues in such widely separated places as Alaska, South America, Hawaii and Japan. Shuffleboard playhouses have also lately been opened up thruout wide areas. These are halls with dozens of shuffleboard tables, and ice cream fountains for refreshments. There has, in short, taken place a genuine renaissance of this ancient game during these last two decades.

In 1940-'41, the National Shuffleboard Company sponsored a tri-State tournament in which all leagues are organized in some 30 States, coast to coast. National now has set aside a

NCMDA Sets Slifer in Top Exec Post

NEW YORK—Bob Slifer, veteran of 22 years in the coin machine industry, has been named managing director of the National Coin Machine Distributors' Association. He replaces Al Schlesinger, who died early this year.

Upon graduation from college, Slifer joined the Hobart Manufacturing Company and became assistant national service manager. After that, he worked with the late Sam Kresberg when Kresberg was New York Seeburg distributor.

Slifer later worked with Everett Masterson at East Coast Phonograph Distributors and also was personnel manager and production control manager of the Deal Manufacturing Company.

He served as general manager and sales manager for the New York office of Dave Stern's Rock-Ola distributorship. For the last three years he has operated his own sales promotion business and has been employed as a sales consultant.

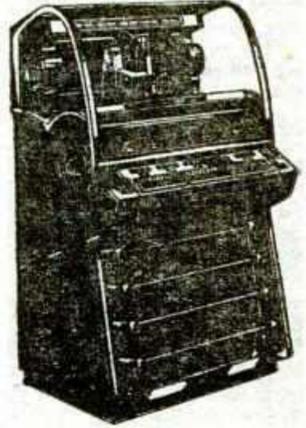
For the next month Slifer will work from his home in Union, N. J. After the school term he expects to settle his family in Chicago where the NCMDA is located.

sizable budget to help establish a national elimination tournament, similar to the American Bowling Congress promoted by Brunswick-Balke-Collender Company, and it has high hopes for success.

Shuffleboard has come a long way from the dirt-packed courts of England in 1300. Banned by authorities, stolen by the nobility, handicapped by the grim needs of a pioneer America, it has surmounted all obstacles. Today it has become a democratic game, played and enjoyed by millions.

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- Beautiful Blue and Gold finish.
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- Playfield lifts up easily for service.
- Bicycle-type chain drive.
- 7 red, 1 black, 1 green phenolic resin unbreakable balls. Black ball scores double—green ball scores triplet!

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'57 Shipments Hit \$104 Mil

Continued from page 68

value was set at \$5,314,000 last year, up from the value of \$5,283,000 a year earlier.

Beverage Decline

Shipments of cup soft drink machines (premix) totaled 10,618 last year, with a value of \$6,867,000. In 1956, shipments in this category totaled 12,637, with a value of \$7,629,000. Shipments of other beverage vending machines (including fruit and vegetable juice) totaled 1,893 in 1957, with a value of \$1,062,000. A year earlier, shipments totaled 2,501 and were valued at \$1,429,000.

Candy venders shipped in 1957 totaled 27,654, valued at \$7,192,000. A year earlier, shipments totaled 22,272 and were valued at \$5,302,000. Packaged chewing gum venders shipped last year totaled 16,901, with a value of \$698,000—a big jump from the 7,543 shipped in 1956 and valued at \$293,000.

Big gain was also noted for shipments of hot food machines. In 1957, shipments totaled 7,380, with a value of \$2,485,000. A year earlier, shipments totaled only 4,547, with a value of \$1,684,000. Sandwich and pastry machines shipped last year totaled 11,787, valued at \$2,607,000. A year earlier, shipments totaled 10,510 and were valued at \$2,507,000.

Ice cream machines shipped last year totaled 3,686, valued at \$2,373,000. In 1956, such shipments totaled 5,148 and were valued at \$3,468,000. Shipments of cookie, cracker and biscuit machines dropped slightly, too. In 1957, shipments in that category totaled 5,204 with a value of \$670,000. A year earlier, shipments totaled 19,828, with a value of \$2,607,000. Total of ice vending machines shipped last year was 496, with a value of \$1,012,000. A year earlier shipments totaled 407 valued at \$1,618,000.

Other Categories

Shipments of all other vending machines—including aspirin, cigars, coin changers, combs, cosmetics, pencils, newspapers, etc.—totaled 82,403 last year, valued at \$2,510,000. In 1956, shipments in this category totaled 81,074 and were valued at \$2,423,000.

Statistics, according to Census, include reports from "all known manufacturers of these products." Figures on quantity and value of shipments represent "shipments from the reporting establishment, including products shipped on consignment," Census says. Dollar values are f.o.b. plant after discounts and allowances, and exclude freight charges and excise taxes. Comparable data for early years are not available.

Chicago Ops

Continued from page 76

here have is the idea of a six-month rather than an annual license fee. But Prendergast believes that even with such an arrangement, operators would still tend to avoid buying licenses. He backed this up with figures, showing that many operators avoided buying licenses in the early months of this year until the enforcement drive got under way. Obviously, a six-month set-up would do little to correct this.

Still, a good many operators hesitate to buy licenses for new games that usually hit the market in the busy fall season of the year, when they realize that new licenses will be required within a few months. An operator with 80 games on location would have to pay out \$2,000 in the fall of the year, another \$2,000 in January. Can he be blamed for trying to slide by a few months without licenses?

Discussing the many and varied ways that some operators try to get around the licensing law, Prendergast said that in one instance an operator kept shifting his licenses from one group of machines to another, managing to just keep ahead of city inspectors. When the inspectors caught on and doubled back, the operator was out of the money.

Complicating the licensing drive is the fact that some enforcement officers feel that the operator's ID card must be placed on the machine, along with the license tag. Prendergast admits that the law is not clear on this point and is presently under dispute. Nevertheless, a number of operators have been brought into court because of it.

Hits Op Pockets

Operators have been drawing heavy fines, with at least one operator, according to Prendergast, hit with 60 licensing violations.

Actually, few local operators think it wise to operate gambling games in the city. Some games, however, are match-play types, which, while legal in many areas of the country, are not legal in Chicago. Local operators often buy such games because of a probably higher resale value, usually putting them on locations with the match-play mechanism unplugged. While the game might well be operating on a purely amusement basis, it often draws fire from city inspectors, bringing grief of the operator.

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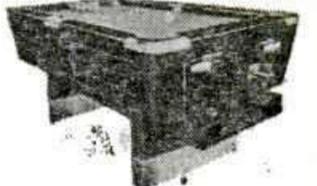
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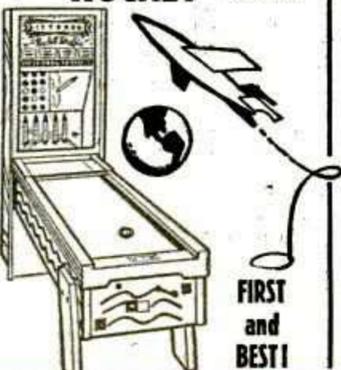
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**Bilotta Keglers
Win Tournament**

UTICA, N. Y. — The Newark (N. Y.) Bilottas, a bowling team sponsored by John Bilotta, New York State Wurlitzer distributor and game jobber, won first prize of \$1,000 in the Mohawk Valley five-man handicap tournament held here Sunday (18).

The team, one of the top-rated in New York State, finished in the money at the National Tourney in Syracuse and finished first in its local league.

Jack Shawcross, Bilotta's office manager, said his keggers will bowl any coin machine team in the nation on a home-and-home basis.

COINMEN YOU KNOW

Continued from page 74

... He is pushing heavily with vending these days and believes he can make big strides with the best cup of coffee obtainable in a machine. At any rate, he's had success with high quality.

Making the society column last week with the announcement of her engagement was the daughter of Silas Redd, of Redd Distributors. She is Vinnie Lynn and the intended young man is John Todd Copland, of Cambridge and Harvard universities. . . . Sales Manager Bob Jones, swinging around the territory, reports a big demand on some new games.

Marshall Caras at Trimount says interest is high in the anticipated arrival of a recently introduced cigarette machine. Marshall is going on apace with his garden and is the proud owner of a new power mower. He's also proud of the Canadian Hemlock he planted this week. . . . Dom Zeroli, of Providence, R. I., and Bert Turcotte, of Williamansett, shopping around for music.

Jackson, Miss.

Frank Steed, Steed & Hearn Music Company, Clarksdale, seen cleaning equipment and shifting it around. He says he finds that always picks up business. . . . Joe P. Lavene, Lavine Music Center, Clarksdale, has his brother Charles running the route while Joe breaks ground and plants. He looks forward to a good cotton crop.

Austin Johnson, Central Music Company, Cleveland, is back on the job after suffering several months from arthritis. . . . Johnny Allagrazza, Ace Music Company, Shaw, is farming on the side. He was seen breaking land recently, will be planting soon, expects it to be a good year for cotton.

Pete Manos, owner of PM Music Company, Greenville, made a trip to Newark, N. J., recently to take his sister home. She spent some time visiting him and his family. . . . Chester Richardson, Richardson Music Company, Greenville, now owns the "Golden Ox," a drive-in restaurant featuring hickory smoked barbecue. . . . Paul Maucelli, Paul's Novelty Company, Greenville, served Army Reserve duty at Charleston, S. C., recently.

Henry V. Smith, Smith Amusement Company, Greenville, was seen installing wall

boxes in a restaurant adjoining a new motel. . . . J. T. Long, Long Music Company, Hollandale, operates a farm machine repair business on the side, says it's good.

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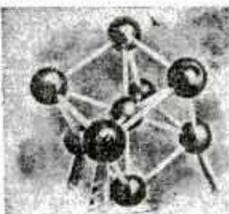
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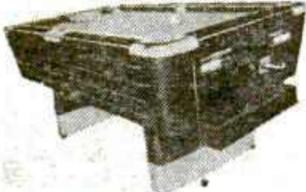
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Memphis Ops Up Disk Buys

Continued from page 71

indicated by the number of radio plays, and whether it has hit yet locally. That's about the only way to do it. We do gamble on some. My chief routeman, Wallace Reasons, buys the records and he has a good ear for tunes that will become hits. He sometimes buys one before it hits and usually he's right—it later hits.

"Even so, we find it hard to select the records we buy because we have to wade thru so many more than we used to get the good ones. Of course, we program some that are not hits and this responsibility lies chiefly with the routeman. He must get good records to fit the location, many of which demand a different type of programming.

"It now takes more work, time and money to program than it used to."

ALLEN DIXON, general manager of S & M Sales Company: "We're having to buy more hits

than before, mostly rock 'n' roll records. We have tried to keep our record purchases within 10 per cent of our gross income. But we've had an increase in the past few years of 3 per cent—up to 12 per cent.

"This has been necessary to program the top hits, which we feel is necessary to keep top collections coming in. This does not mean, of course, that we buy a lot of the new records that come out. With so many flooding the market, the great majority are not hits.

"We buy what we have to have but make an effort to keep ourselves in a safe boundary. Twelve per cent is more than we like to spend, but we do.

"In picking the records we buy, we do it mostly by demand of the customers. By the time they request the record, we can be reasonably sure the song is becoming a hit. We also put a lot of stock in the artist.

"However, nowadays, selection of records is harder than in the recent past. You can only buy so many records—you have a number of requests from locations. We have to take the ones which we think will hit best."

PARKER HENDERSON, general manager of Southern Amusement Company:

"We are buying more now than ever before. We program all the pop and rock 'n' roll hits. We may not have all at each location. Each location is distinctive and may require different programming.

"For one it may be rock 'n' roll, another mostly popular or old standards, for another country and western. Using this type programming, we do not program all new releases. We pick records by request of the location usually.

"Sometimes we buy on the strength of the artist. But this is the exception rather than the rule, and generally selection of records today is much more difficult than it used to be.

"There are so many record labels today, and your routemen in checking the one-stop for hits has to wade thru so many more tunes that he ever did before. Everybody and his brother has a record label.

"Our buying habits are about the same except that it takes more time and money now."

BILL FORSYTHE, owner of Forsythe Amusement Company, Millington, Tenn. (Memphis suburb):

"I have had to increase my buying because hits don't stay popular as long as before.

"I used to spend about 8 per cent of my gross for records, but spend about 12 per cent now. Yes,

I have noticed a gradual increase in the number of records and a gradual decrease in the length of popularity of records which become hits.

"Even so, I try to program all the hits. This means top collections. However, there are a few I don't. For example, a novelty record, which will be played for four or five weeks and then you know it's over.

"We pick the records to buy perhaps differently from other operators. We rely entirely upon our own judgment in a disk—my own or the route manager's.

"We pay no attention whatever to location requests or radio popularity of a tune. We listen to the song, if we like it and think it will hit, we buy it.

"Selection of records nowadays is, therefore, much harder, because we have to wade thru so many more records to get the good ones."

"What usually happens is that the records I buy end up on the popularity charts later."

Q. You must have a good ear for what will become a hit.

A. "Most operators do have a good ear for hits. They get it with experience. They learn to know what the public likes and what they will buy or won't buy. I go by my own ability in selecting records. I don't pay any mind at all to the radio plays of tunes or location requests."

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- BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- ROCK-OLA PHONOS—50-120-200 SELECTION

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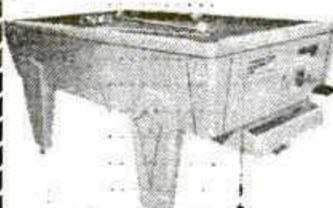
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Ge. State Fair	275.00
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GUNS

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Ex. Pop Gun	495.00
CC Pistol	65.00
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Un. Derby Roll	125.00
Wms. Crane	125.00
Ge. Lucky 7	175.00
Ex. Foot Vibrator	75.00
Boomerang	75.00
Spotlight	75.00
Bingo Roll	85.00

ARCADES

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Ge. Space Age	Write
Grandma	295.00
CC 4-Player Derby	135.00
Standard Metal	
Typewriter	Write
Speedway Bomb-sight	180.00
Tokyo Raider Drive	
Mobile	100.00
Pokerinos	95.00
KO Champ	375.00
Quiz Score	75.00
Atomic Bomber	75.00
Tele Quiz	75.00
Bat a Ball	75.00
Blow Ball	125.00
Voice o' Graph	250.00
Fun House Mirror	25.00
Ge. Horoscope	495.00
Ge. High Fly	
Baseball	150.00
Sc. Pitchem & Batem	125.00
Super Pennant	
Baseball	100.00
Bat a Score	95.00
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Westchester Ops

Continued from page 73

fair were Seymour Pollak, general chairman; Nate Bensky, entertainment; Carl Pavesi and Nathan Kadish, tickets; Jim Smith and Harold Rosenberg, journal; Max Klein and Pete Rossano, seating; Lou Tagaglia, treasurer, and Malcolm Wein, toastmaster.

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THE BILLBOARD
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Mass. Ops Map New Fight

Continued from page 71

expenses for briefs to be submitted before the Massachusetts Supreme Court. To accomplish this, it would be necessary for all parties to agree to certain stipulations. Unfortunately, the lawyers said, this has not as yet been possible to achieve.

The licenses are being fought primarily on two main issues:

(1) The constitutionality of the licenses as they affect freedom of speech and expression under the First and Fourteenth amendments to the Constitution. (2) The excessive cost of the licenses, which in effect, constitute a tax, and as such are illegal under the State statutes.

In the form of two cases the litigation is being entered in the Massachusetts Superior Court and it is hoped that they will be ready for the State Supreme Court by October 1 of this year. However, the lawyers pointed out, it is customary when such cases are entered in the Massachusetts Supreme Court for that court to grant a temporary injunction on the fees in question, pending the decision of the court.

They said they felt confident of winning the case and hoped for a decision that would rule that all license fees affecting juke boxes in Massachusetts would be found illegal.

In other business before the membership, Dave Gropman of Beacon Hill Music Company, chairman of the Nominating Committee, reported that his committee had decided that the present officers be nominated to serve for another year. Nominations from the floor were asked for and none were received. The membership then voted unanimously for the entire slate.

These are: President, David J. Baker of Melo-Tone Vending Company, Arlington; vice-president, Dave Gropman, Beacon Hill Music Company; treasurer, Arthur C. Sturgis of Automatic Distributors, Jamaica Plain; clerk, Saul Robinson of Paramount Music Company, Roxbury. Also elected again was Arthur Sherman as counsel.

The Board of Directors again are: Cyrus L. Jacobs of Inter-State Music Company; Ralph Lackey of Karel Music Company; Peter Pompeo of Pompeo Music Service of Milton; Israel Spector of Capitol Music Company of Boston; Phil Swartz of Winrox Vending, Brookline; Sidney A. Wolbarst of New England Music Corporation of Newton; Bob Rome of Automatic Music Service of Newton, and Jim Geracos of National Music Service of Dorchester.

The members were informed that a group insurance plan as proposed by MOA had been investigated and found to be unsatisfactory. All were urged not to enroll in the plan. A group policy on a statewide basis is under consideration and will be presented to the body when ready.

Phil Swartz was appointed to contact the various members who had not filled out the form which they received from the insurance firm. Members were reminded that the association stickers should be displayed on all machines.

President Baker and Attorney Sherman spoke on the results of their trip to the MOA convention and gave reports on the activities.

Wis. Ops Open

Continued from page 71

The date and location of the weekend meeting will be announced later.

Among those members signing the roster at the meeting, were: C. S. Pierce and Stanley J. Raight, Pierce Music Company, Brodhead; Ed Dowe, Beaver Dam; Dewey Wright, Wright Music, Wausau; Bernhard Ludewig, Oshkosh; Russ Dougherty, Wisconsin Rapids; Bill Miller, Menasha; Vince Kraus, Appleton, and Harry Jacobs Jr., and Woody Johnson, United, Inc., Milwaukee.

From Green Bay, came Norman Boettcher, Badger Sales Company; Roger Bookmeier, Bookmeier Sales Company; Al Durand, Durand Sales Company, and Harry Daul, Union Sales Company. Herb Tonnell, Cigarette Service Company, Appleton, was the host for the meeting.

Bulk Banter

Continued from page 68

suffice. Kaplan states that most operators he knows of use identical fill charms upward of two years. He says that a current cigarette lighter imitation—at \$4 a thousand—is a good example of the type of thing needed in the fill line of charms.

Dick Boylan, sales manager at Logan Distributing in Chicago, reports that operators in his area are finding it most profitable to eliminate fill charms entirely. Boylan says that altho the average feature charm will cost around four times as much as the typical fill charm, the repeat sales are made at a rate that makes use of feature charms alone most profitable in the long run. He says that one of the chief shortcomings of fill charms is that the stamping is often almost indistinguishable. In many instances the child can't tell what the charm is supposed to represent, says Boylan.

At the NVA convention in Miami Beach, keynote speaker Irving Axelrod put the audience in a good mood by drawing into the mike as he took hold of it "I may not be good, but I'll be good and loud." Bert Fraga, California distrib, got off a Texan joke during his speech that rang up a lot of laughs. A Californian complained to his Texas buddy that a phone call he had made to a party 200 miles away had cost him \$10. The Texan replied, "I wouldn't think local calls were so expensive in your country."



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KEY WEST	275	MONACO	155
BIG SHOW	275	SOUTH SEAS	135
PARADE	225	STARDUST	115
MIAMI BEACH	110	STARLET	95

5-BALL GAMES

4-PI. FALSTAFF	\$425	CRISS CROSS	\$310
4-PI. MAJESTIC	395	SILVER	275
4-PI. REGISTER	275	WORLD CHAMP	245
4-PI. SCOREBOARD	175	ROYAL FLUSH	225
4-PI. SUPER JUMBO	245	ACE HIGH	210
2-PI. SUPER CIRCUS	395	AUTO RACES	185
2-PI. FLAGSHIP	275	DERBY DAY	155
2-PI. FAIR LADY	265	HARBOR LITES	145
2-PI. SEA BELLES	235	SLUGGIN' CHAMP	145
2-PI. GLADIATOR	215	CLASSY BOWLER	175

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provide New Full Playfield Action,
with 2-Stage ball flight from bottom
to center to top of playfield. Roto
Targets! Pop Bumpers! High—High
Score!

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LIGHTNING — 11TH FRAME
SUPER BONUS
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Reconditioned Multiple Player 5-BALLS

2-PI. FALSTAFF	\$435
2-PI. WHIRLWIND	350
2-PI. SUPER CIRCUS	345
2-PI. CONTINENTAL CAFE	260
4-PI. REGISTER	260
2-PI. SEA BELLES	255
2-PI. GLADIATOR	235
2-PI. TOREADOR	170
2-PI. MARATHON	165
2-PI. TOURNAMENT	145

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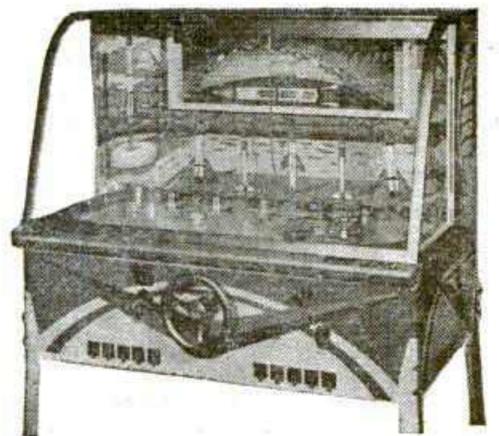
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Player actually drives miniature Truck
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Wheel . . . pushes discs over rollovers and
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theme . . . adjustable single replay.



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 Bally SKILL ROLL
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Bally BIG INNING
 Bally TROPHY BOWLER
 Bally SPACE GUNNER
 Wms. SHORTSTOP
 Wms. JUMBO TEN STRIKE

Genco SPACE AGE
 Genco FUN FAIR
 Genco GUN CLUB
 Kayo SUPER HOCKEY
 Valley-Kayo-Golish
 6 POCKET POOLS

ARCADE

Del. 1957 Baseball	\$345
Motorama	325
Horoscope	495
Genco Circus Rifle	345
Round the World T.	345
All Star Bowler	325
Gypsy Grandma, New	225
Ten Pins	345
Grandma	325
Pirate Gun	275
Royal Mustang	275
Genco State Fair	245
Treasure Cove	250
Voices-a-Graph	245
Twin Hockey	225
Genco Sky Rocket	210
Bonus Gun	195
Ranger Gun	195
2-Player Basketball	185
Quarterback	175
Exhibit Sportland	150
Coon Hunt	145
Silver Gloves	145
Crane	125
Shoot the Bear	125
Exh. Shooting Gallery	100
Sidewalk Engineer	100
Space Gun	95
Telaquiz	95
Dale Gun	85

SPECIAL
 United PLAYTIME
 Brand New
\$369.50

**Bally's Great New
 CYPRESS GARDENS**
 BUY IT—RENT IT from Empire!

5 BALLS

GOTTLIEB

Marathon	\$275
Royal Flush	245
Easy Aces	185
Deluxe Sluggin'	185
Champ	175
Wishing Well	175
Stagecoach	160
Frontiersman	150
Jockey Club	125
Arabian Night	100

WILLIAMS

Surf Rider	\$250
Piccadilly	250
Hof Dignity	245
Perky	235
Super Score	225
Fun House	195
Three Deuces	165
Tim-Buc-Tu	165
Peter Pan	148
Regatta	148
Thunderbird	110

PHONOGRAPHS

UNITED UPA-100

SEEBURG

KO200	\$850
V-200	595
M100A	145
M100C	445
HF100D	525
HF100R	525
M100B	375

ROCK-OLA

Comet 120	\$435
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AMI

E-120	\$345
F-120	495
G-120	595
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WURLITZER

2104	\$795
1800	525
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1/2 Deposit, Balance Sight Draft or C.O.D.

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Boston Juke

Continued from page 71

with the expensive permit. He must purchase a new one for another location, with no refunds. There is also a \$50 license charged by the Commonwealth for weekly operation.

For pinball machines, the report showed this year's figure had risen to 701 for the first five months. There were 532 last year and 633 in 1956. The license fee for the machines was raised from \$30 to \$35 in 1957, giving an income of \$18,620 for 1957 against the 1956 income of \$18,990. So far this year income stands at \$24,535.

The upward trend in pinball machine permits was at variance with the avowed intention of the chairman of the Licensing Board, Clarence R. Elam, who took over toward the end of 1956. At that time he stated that he intended to take a closer look at the pinball machine situation and intended to issue fewer permits.

However, after a good deal of trouble with gambling charges, some of which landed in court, operators began policing their locations with greater energy. Distributors promised to co-operate with the board and the law enforcement authorities and pledged that they were not putting out machines with the intention that they be used for purposes of gambling. Such violations have been fewer in Boston recently.

The board also reported that there were three shooting galleries in the city in 1956 which paid a fee of \$50 each. The figure had dropped to one in 1957. Before issuing a license of this type, the board requires that a \$5,000 bond be posted and filed with the City Clerk to cover personal injuries. There are still three Arcades in the city, but only one this year still has the shooting gallery.

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VENDING ALUMINUM IDENTIFICATION DISC

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WILLIAMS 10 STRIKES	350.00
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Counter Model (packed 2 to carton).

Each \$24.95

Deluxe Console Model. Each 32.50

200 Filled V-1 Capsules (for 25c

Vending) 24.00

Sectioned Merchandise Display 60c.

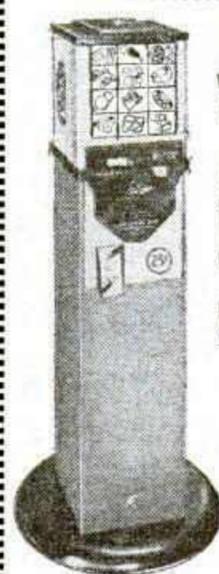
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4 Flippers With Exciting, New "Full Playfield Action"!

Taken from the rocket age... the ball is blasted to top playfield in two stages. Bottom flippers fire ball to mid-field where booster flippers add additional kick to carry action back to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

Plus—ROTO-TARGETS that:

- Lite letters in R-O-C-K-E-T S-H-I-P carry-over feature
- Score Specials when name is completed
- Score 100,000 to 1 million

2 targets at top of field lite alternately for Roto-Target values

Pop-Bumpers lite for super high score

7 places to spin Roto-Targets

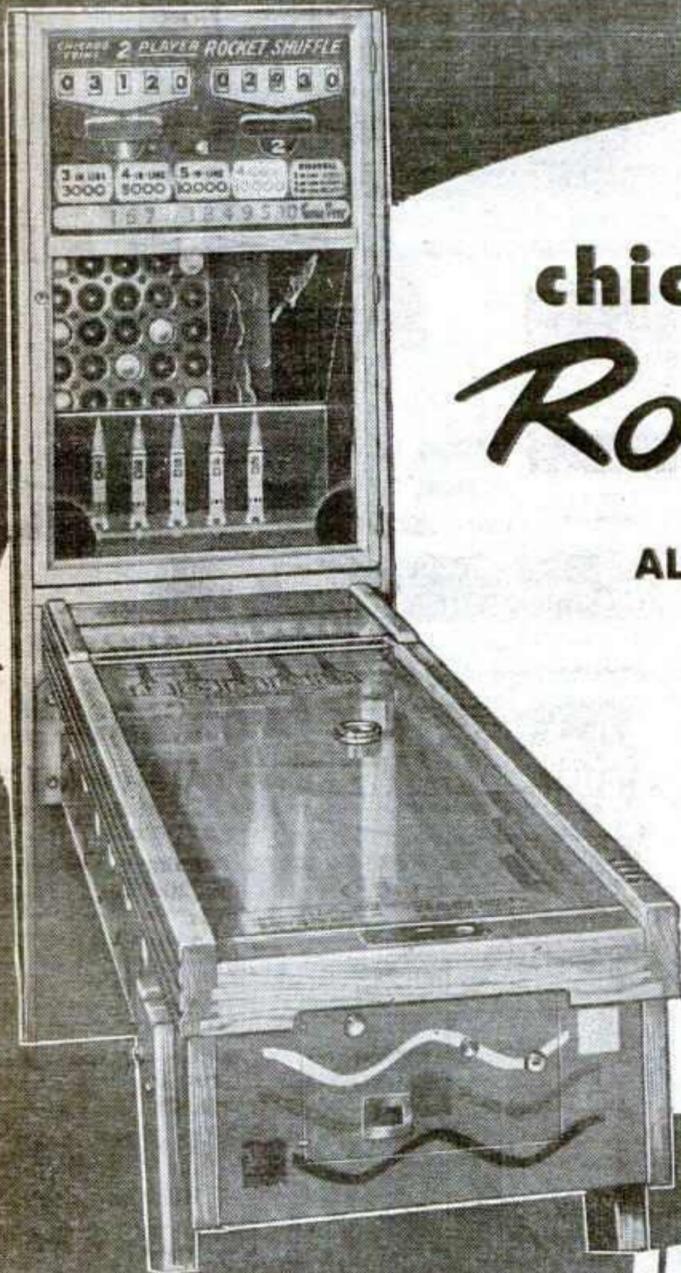
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- ⚡ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!
- ⚡ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
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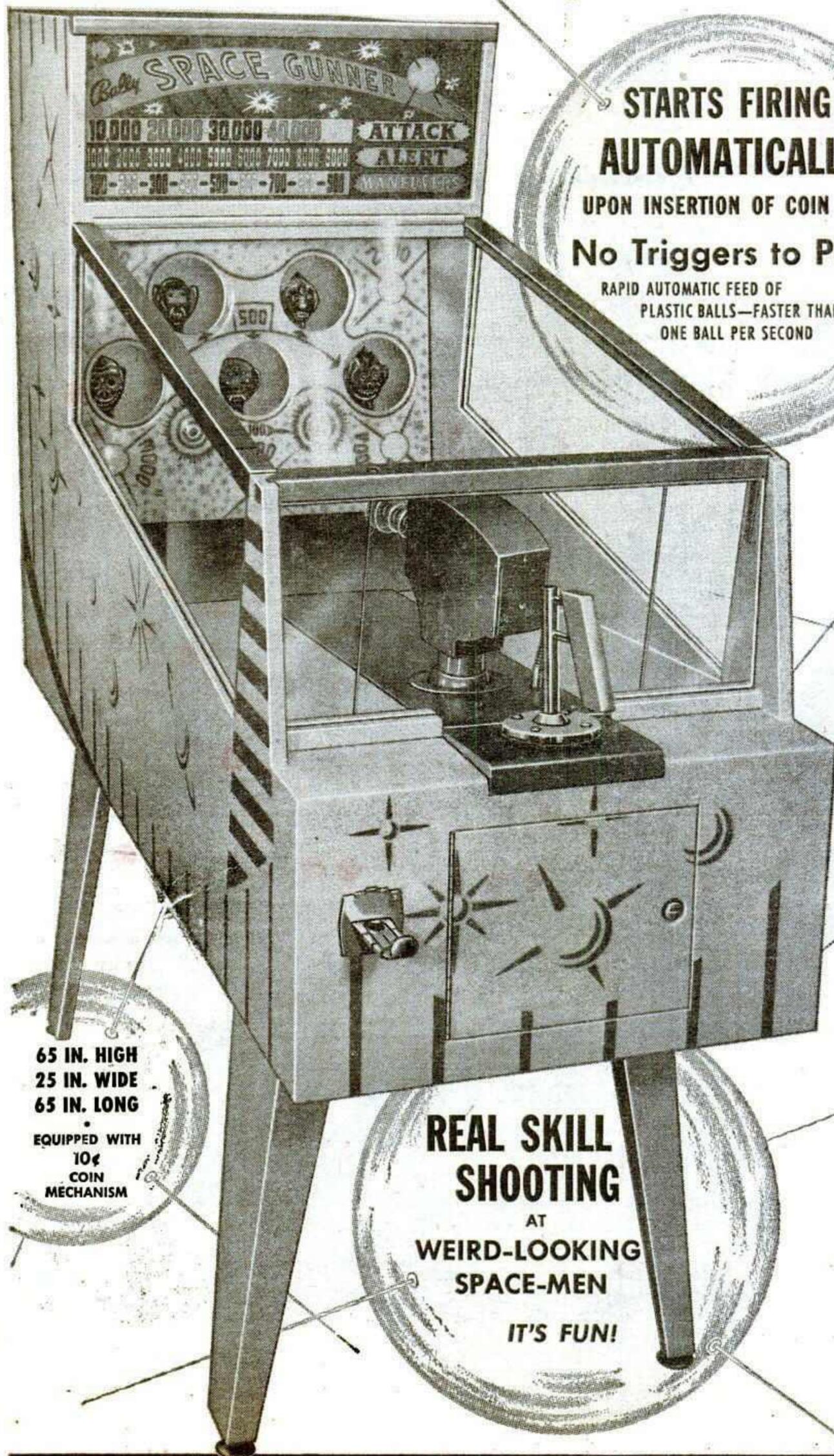
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Bally SPACE GUNNER

FAST ACTION! FAST EARNING POWER!



**STARTS FIRING
AUTOMATICALLY**
UPON INSERTION OF COIN
No Triggers to Pull
RAPID AUTOMATIC FEED OF
PLASTIC BALLS—FASTER THAN
ONE BALL PER SECOND

Fascinating New
ATTACK
ALERT
MANEUVERS
Mystery
Sequence Scoring

POSITIVE ACTION
BALL-GUN
NO AIR
COMPLETE ELECTRO-MECHANICAL
HANDLING OF BALLS AVOIDS CRUSHING
COMPLETELY ENCLOSED
HEAVY CRYSTAL GLASS SHOW-CASE
NO OPENINGS

65 IN. HIGH
25 IN. WIDE
65 IN. LONG
EQUIPPED WITH
10¢
COIN
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AT
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IT'S FUN!

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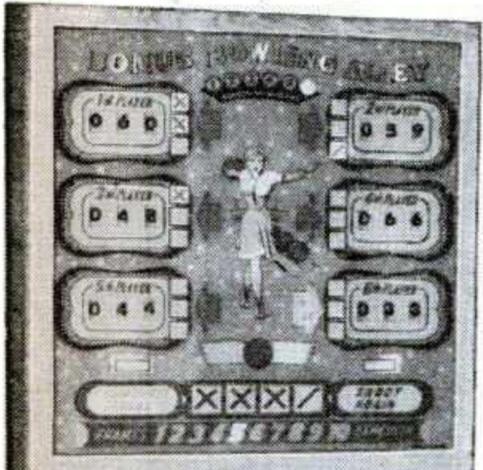
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BIG 4 1/2 INCH COMPOSITION BALL

Regulation Bowling
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DROP-CHUTE COIN MECHANISM with **NATIONAL REJECTOR** on Pull-out Drawer for Easy Servicing

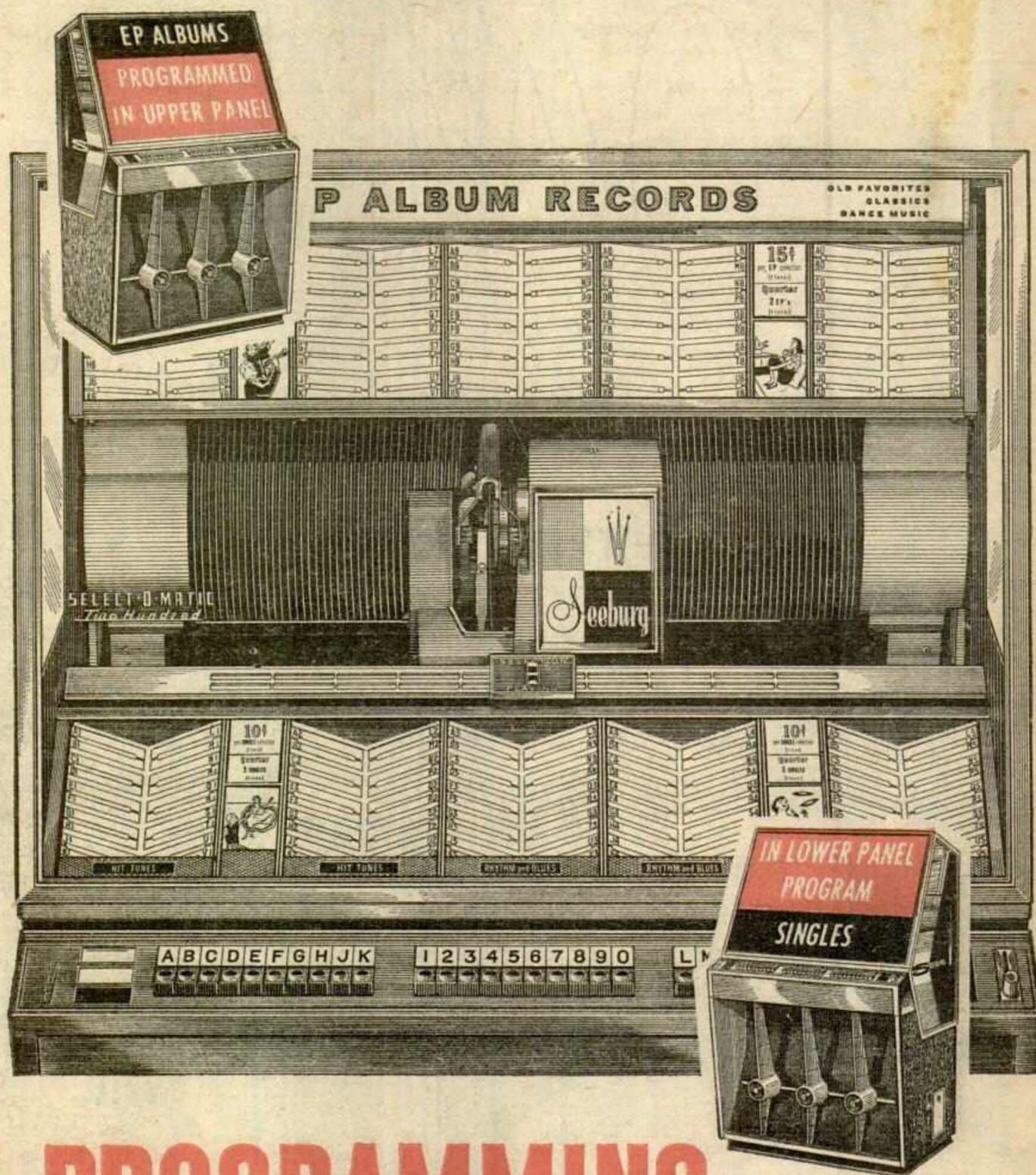
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HOLDS BALL BACK WHEN GAME IS COMPLETED

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections to
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